The Northwestern Miller

Volume 242
Number 6

MAY 9, 1950
In Two Sections • Section One

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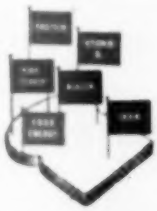

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The Northwestern Miller

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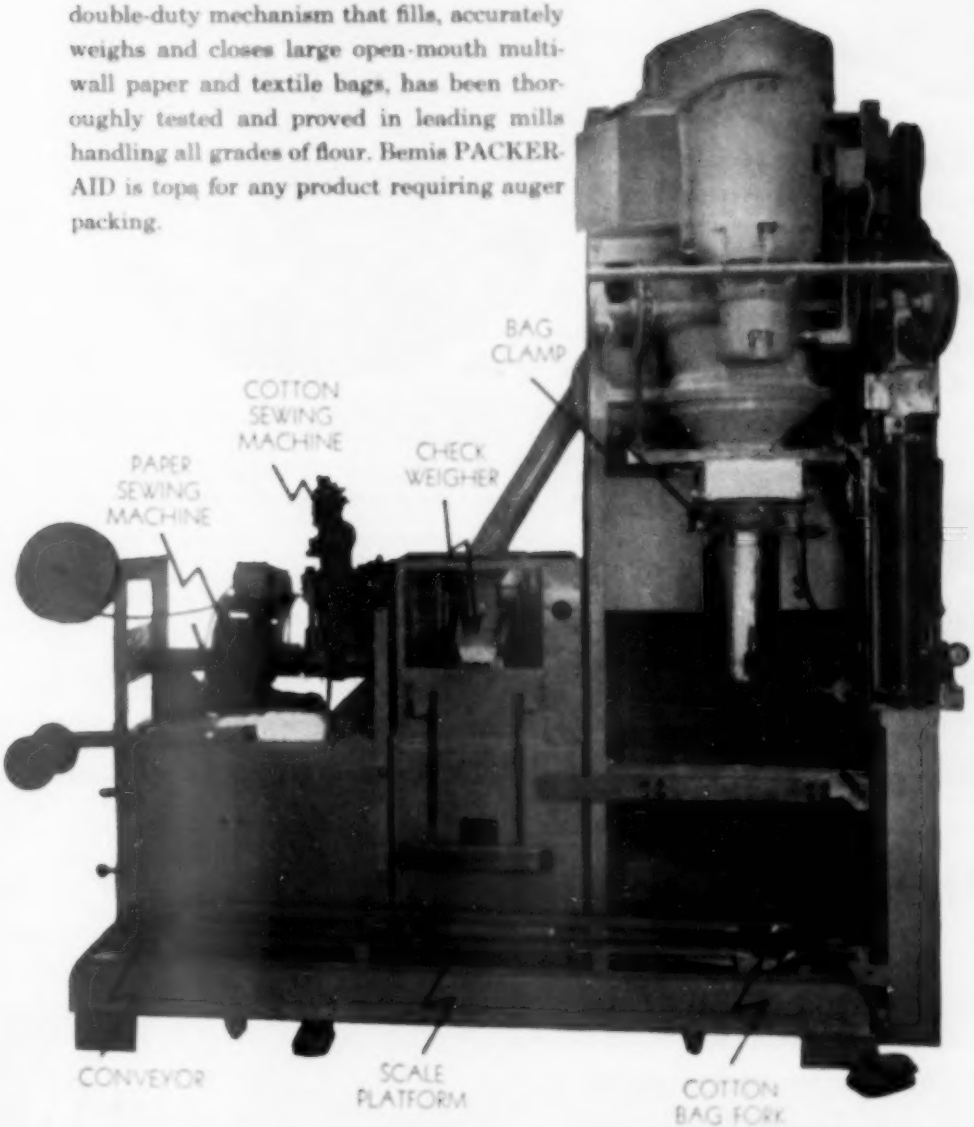

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GENERAL OFFICES | MINNEAPOLIS - 2 - MINNESOTA

Millers Ask Removal of Export Barrier

SPOKESMEN FOR PACIFIC N.W. INDUSTRY VISIT WASHINGTON

Seek Help of Government Officials in Combatting Canadian Class 2, Australian Competition in Traditional Far Eastern Markets

By JOHN CIPPERLY

Washington Correspondent of The Northwestern Miller

WASHINGTON — Pacific Northwest milling industry representatives headed into this city this week to urge relief for their industry from the ruinous competition of Canadian and Australian millers in historical U.S. milling markets.

Members of the U.S. Senate said this week that they expected visits from Pacific Northwest millers and that they had received heated complaints from labor organizations as well as the milling industry.

One senator said that he had taken up the problem with U.S. Department of Agriculture officials two weeks ago and that the officials from USDA has stated in effect that the solution was out of their hands. The matter of U.S. competition with Canadian Class 2 wheat and Australian wheat flour was one for the State Department, they said.

USDA officials declined to correct the unfavorable loan differential between interior U.S. mills and the mills in the Pacific Northwest on the grounds that they could not intervene to change a domestic competitive situation since such a change would involve a nationwide correction of the entire loan program structure.

Problem Considered Vital

At USDA it was admitted that the recapture of the Far Eastern markets was vital, but these officials left the decision up to the State Department.

The USDA's Foreign Agricultural Trade Policy Committee last week declared that it would be impossible for the U.S. to conduct foreign trade on the basis of the high domestic farm price support levels now in effect. (See The Northwestern Miller, May 2, 1950, page 16.)

The State Department position is that of an advocate of the International Trade Organization charter which does not approve any subsidy arrangement for products or commodities. This official position would oppose any consideration of a USDA subsidy which would put U.S. mills in a competitive position with Canadian mills.

The Canadian position is that since the Economic Cooperation Administration funds give U.S. millers working under the 12½% flour export mandate an edge in western European markets where they might be able to obtain business, Canada may use a Class 2 wheat price.

The net effect appears to be that the government efforts to re-distribute business by fiat or the International Wheat Agreement is missing its mark badly.

It appears that USDA would like to move more flour but it is subservient to the yet-to-be-stated international policy of the State Department.

To Call on Senator

Moritz Milburn, president of the Centennial Flouring Mills Co., Seattle, is in Washington prior to attending the Millers National Federation convention. According to congressional sources, it is expected that Mr. Milburn will state the problem of the Pacific Coast export millers in no uncertain terms to such senators as Warren G. Magnuson (D., Wash.). It is not secret that the Washington state senator has been the object of substantial hot criticism from labor organizations on the West Coast as the invasion of the Australian and Canadian milling industry through their Class 2 wheat price leverage has driven U.S. millers out of their normal export markets.

However, the outlook is dismal. The State Department has not reconciled its fight against USDA on domestic farm price support levels. It is believed that state favors a reduction on the domestic high price supports for farm products.

High domestic farm price supports are a contradiction with State Department policy as enunciated by the ITO. USDA, under Secretary Brannan, has been advocating the high price support level for perishable including dairy products, under the production payment principle. This means that if the state department low tariff policy is put in effect and the Brannan plan is enacted, the U.S. would accept foreign dairy products under the attraction of the domestic high price support levels.

Same Advantage Claimed

However, if the Brannan plan were to be put into effect on such basic commodities as wheat and cotton, the foreign buyers would obtain the same advantage as domestic buyers and the principles of the ITO charter would not be violated. Wheat and cotton would sell in world markets at the going price, and the U.S. producers would be compensated between the support price and the price their commodity obtained in the market, world or domestic.

The chance of this happening at this session of Congress appears to be limited, but the recent report of the USDA foreign trade industry advisory committee which has not been the subject of comment by Secretary Brannan could be the fulcrum on which the administration might compose its present contradictions in domestic and foreign trade.

Wheat Begins Moving from Duluth by Boat

MINNEAPOLIS — Shipments of wheat by boat from Duluth-Superior to Buffalo began moving last weekend after ice fields blocking the harbor had forced flour milling companies to use at least some rail transportation.

Boats which cleared the harbor at the Head of the Lakes over the weekend were expected to ease the situation considerably. However, there had been "substantial" amounts of the more costly rail shipments, a milling company spokesman said.

The Great Lakes shipping season, which normally begins by mid-April, is not officially open yet, one milling company representative explained, but boats have begun moving subject to delays because of ice fields. When the wind is in the right direction, vessels are able to move in and out of the Duluth-Superior harbor, he said.

Prior to movement of wheat from Duluth, there had been a Lake Superior shipment from Fort William, Canada.

All-rail shipment of wheat to Buffalo increases freight costs by 11@12¢ bu., it was pointed out. However, there is no rail movement at this time, a mill spokesman said May 9.

The shipping season opening this year is one of the latest, or latest, on record, officials said.

The Duluth-Superior harbor was blocked after the departure of the grain boats last weekend, but it was expected to be open again soon.

Senate Keeps Flour Mandate

WASHINGTON — The flour mandate was retained in the Senate version of the Economic Cooperation Administration Act as amended by the Senate. The House version of the bill does not retain the flour mandate.

As the ECA extension act passed the Senate—it was only an authorization and not an appropriation act—an appropriation of $2.85 billion was approved. The Senate on the floor cut $250 million off the ECA request for funds. The House passed the ECA bill with a full grant of requested funds.

The ECA now requires approval of an appropriation by both chambers which will be subject to further critical examination. The Senate cut of a quarter of a billion dollars indicates that when the money appropriation bill comes on the floor of Congress, there may be sharper cuts.

Each cut in the ECA fund will mean that the agricultural budget will be cut, and these cuts will reduce the flour percentage mandate proportionately.

Sets a Maximum

The Senate action dropping the ECA authorization to $2.85 billion in new money sets a maximum to be appropriated. ECA officials say that this limit is not bad in view of the improved conditions in European agriculture, but the attitude of the Senate on the economy side may persuade Congress to lower the actual appropriations when the money bill comes up.

Every reduction in the ECA budget will mean a reduction in the dollars and cents account for flour exports next year through ECA if the 12½% flour mandate remains in the act.

The ECA authorization act is not expected to have considerable difficulty in a conference committee between the House and Senate. The Senate cut on the money side probably will remain. The important point as far as the House conferees are concerned is the flour mandate. In previous years the House has been cool to the interests of flour millers in the ECA act.

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Cuban Flour Imports Rebound

HAVANA—Cuban flour imports in March greatly exceeded February imports but were less than the total for January, according to statistics compiled by P. E. Carr, import-export statistician. Cuba imported 148,985 200-lb. sacks in March, compared with 46,164 sacks in February and 193,871 sacks in January. The total for the first three months of the year is slightly below the amount imported in the corresponding period of 1949. Details are shown in the following table:

CUBAN IMPORTS OF FLOUR BY MONTHS (200-LB. SACKS)

	1945	1946	1947	1948	1949	1950
January	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	193,871
February	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	46,164
March	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	148,985
Subtotals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	389,020
April	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
May	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
June	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
July	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
August	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
September	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
October	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
November	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
December	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	......

Sanitation in Flour Handling Stressed

DISTRIBUTORS MEET IN BOSTON FOR 31ST ANNUAL CONVENTION

Delegates Urged to Practice "Good Housekeeping" Methods; Merchandising, Legislation Also Discussed; Julius A. Zimmerman Named President

By WAYNE G. MARTIN, JR. and GEORGE W. POTTS
Editorial Staff of The Northwestern Miller

BOSTON—Flour distributors were urged here this week to continue making "housekeeping" improvements in the handling of flour. The importance of sanitation was stressed as the National Association of Flour Distributors met in annual convention May 7-9 at the Hotel Statler.

A. Harris Kenyon, Food and Drug Administration, Boston, spoke on "The Flour Distributor and the Food, Drug and Cosmetic Act" at the luncheon session May 8.

Mr. Kenyon declared that while most flour handlers are practicing better "housekeeping" since passage of the Miller amendment and "have an honest desire to handle a clean wholesome product," there is still room for improvement.

Precautions Recommended

He stressed the need of "good common sense in sanitation" and urged the flour distributors to examine all flour on receipt for infestation and contamination, rodent-proof and constantly check all storage areas, fumigate at successive periods and clean regularly.

In connection with rodenticides, he urged caution in the use of "1080" and discouraged in the use of "tracking powders" as rodents could carry it to sacks and it might penetrate into the flour.

In reply to a direct question, Mr. Kenyon stated that, although "the administration does not recognize any working tolerance in fragmentation count, if the flour is made from clear wholesome wheat in a clean mill, you need never worry about action from the food and drug administration."

Sanitation also was discussed by James R. Affleck, William Penn Flour Co., Philadelphia, in his annual report as chairman of the association board of directors.

Mr. Affleck called for good housekeeping methods and noted that the Food and Drug Administration was very active. And, he added, the activity probably will increase.

A representative group of distributors from the country's leading markets were present for the three-day conference, the 31st annual convention of the association. The New England Association of Flour Distributors was host for the event.

Merchandising and legislation, as well as fragmentation, sanitation were among the major topics discussed.

Membership Stressed

"The strength of any trade organization can only be measured by the zeal of its members and their willingness to serve," Harry W. Larsen, Habel, Armbruster & Larsen Co., Chicago, declared in the president's annual address. He stated that any such organization should remain strong so that it could be ready to act and serve the industry it represents should the necessity arise.

Julius A. Zimmerman
named president

In his address, the retiring president outlined the problems that the industry had faced during the past year. He noted that export flour business had fallen off and domestic absorption decreased with a resultant loss to the industry. The association president further noted the lessening of milling facilities and a production decrease, but he was optimistic in a view of greater stability in the coming year, both from the production and price standpoints.

Mr. Larsen declared that flour mixes had established a more important place in the flour distributing field and indicated that they will play a greater role in the industry in the future.

In conclusion, he restated the need of continued effort toward strengthening the national association.

This need of active membership both in the local groups and the national association to work as an organized unit should an emergency arise was reiterated by Mr. Affleck in his report.

Problems Noted

Mr. Affleck also noted the loss of export flour business and the serious problem of inadequate domestic demand. He pointed to the loss of productive capacity in the past two years through closing of mills and indicated the need to analyze competitive conditions, do a good selling job and continue to conduct business on a sound basis.

E. C. Johnson, H. A. Johnson Co., president of the Boston Chamber of Commerce, in an address May 8, outlined the all-round advantages on the Boston area and declared that "New England is a wonderful place to live and do business."

In his concluding remarks, he called for federal saving by cutting expenses on parity, and he urged cutting "false plateaus that cannot last." This speaker viewed it as "our duty to see that the majority is not misguided and make government live within its means."

The social highlight of the three-day convention was the annual banquet and entertainment held in the Hotel Statler the evening of May 8. The annual affair was attended by a large crowd of flour distributors and their wives from all over the nation.

Officers Named

Julius A. Zimmerman, Calokin Flour Co., St. Louis, was elected president of the association at the final business session of the convention.

Walter E. Sands, Sands, Taylor & Wood Co., Boston, was named first vice president and Victor Wintermantel, Pittsburgh, second vice president. Wayne G. Martin, Jr., The Northwestern Miller, New York, was re-elected secretary-treasurer.

At a meeting of the board of directors concluding the convention, James R. Affleck was reelected chairman of that body. W. P. Tanner, Tanner-Evans-Siney Corp., New York, was reelected a director-at-large, and Harry W. Larsen was also named a director-at-large. E. P. Mitchell, E. P. Mitchell Co., Kansas City, was named director representing the individual members.

The convention opened with a cocktail party given by the host group the evening of May 7 and was followed by a meeting of the board of directors of the national association and its individual committees.

The address of welcome opening the initial general session was presented by H. E. Hart, president of the New England Association of Flour Distributors. In response R. E. Bennets, Chicago, thanked the New England group for the cordial welcome and expressed gratitude of the national association in being invited to Boston.

Representation of a good proportion of the affiliated groups of the association was indicated from the response to the roll call of delegates made by the secretary-treasurer, Mr. Martin. In addition to the official delegates, it was noted that a large number of other distributors were also present, particularly from the eastern area of the nation. Mr. Martin reviewed the various activities of the association during the past year and indicated the national group to be in a quite satisfactory financial condition.

The national association accepted the invitation of the Chicago Association of Flour Distributors to hold the 1951 convention in Chicago.

TEXAS WHEAT GROWERS TASTE NEW BREAD

AMARILLO, TEXAS—A new-type bread, designed to increase consumption of wheat, was presented to some 200 delegates and guests at the convention of the Texas Wheat Producers Assn., which met here recently. The bread, described as "more wheat" bread, was developed by Morris Cooper, businessman at Kinsley, Kansas.

SALES MEETING PLANNED BY STERWIN CHEMICALS

NEW YORK—Sterwin Chemicals, Inc., is holding its first sales meeting since formation of the company last year, on May 8-12.

A visit to the new laboratory building of the Sterling-Winthrop Research Institute in Rensselaer, N.Y., on May 8 was the first item on the agenda.

BREAD LINE—More-flour bread, imported from Kansas, was introduced to grain men at the Minneapolis Grain Exchange May 2. Above, Clarice Visser, Mid-Continent Airlines hostess, passes out loaves and a smile to (left to right) Robert J. Johnson, Hallet & Carey Co.; Robert B. McWhite, Occident Terminal Elevators, and Thomas G. McCarthy, McCarthy Bros. Co. The invasion of Kansas wheat flour bread into spring wheat territory was arranged by the Western Kansas Development Assn. in the interest of promoting the product containing 16% more flour. Proponents of the loaf recently arranged to have the bread served in the House and Senate restaurants in Washington. (The Northwestern Miller, March 28, 1950.) They say use of the new formula could provide part of the answer to the wheat surplus and declining per capita flour consumption.

Corn Millers to Hear Plan for Infestation Study

CHICAGO—A fact finding forum on the Food and Drug Administration's proposed program for the investigation of insect infestation in corn will be held at the annual meeting of the American Corn Millers Federation May 18 in Chicago.

George P. Larrick, associate commissioner of FDA, Washington, will present the investigational program and will answer questions from the floor.

Federation directors held a special meeting April 12 to consider the program as outlined in detail by J. O. Clarke, chief of research for FDA. And a resolution was adopted recommending full cooperation in the program, with the final decision as to cooperation to be left to each individual member.

This program for corn and corn meal, it has been pointed out, is to be similar to a research program being put into effect in the wheat flour milling industry.

Luncheon speaker at the corn millers' meeting will be Dr. Herbert V. Prochnow, v.p. president in charge of the foreign banking division of the First National Bank of Chicago. His subject will be "Current Economic Problems." Dr. Prochnow also is secretary of the Federal Advisory Council of the Federal Reserve System and is directing head of the Summer School of Banking at the University of Wisconsin.

Following the program of reports and discussions during the day, delegates will hold a cocktail hour.

The meeting will be held in the Drake Hotel.

MILL ACCOUNTANTS PLAN MEETING AT KANSAS CITY

KANSAS CITY—The Flour Mill Accountants Assn. will hold a meeting May 19 at the Hotel Continental. Property records and depreciation accounting will be discussed, as well as Book vs. Physical Inventory for Monthly Closings.

The association announced that this will be the final meeting until September. The session will start at 10 a.m.

CLASS 2 WHEAT 16½c ABOVE CLASS 1 PRICE

TORONTO—The Canadian Wheat Board has advised that the average price of Class 2 wheat over the board's price of Class 1 wheat for the month of April, 1950, was 16½c bu.

LOSSES OF RANK MILLS DURING WAR REPORTED

NEW YORK—The J. Arthur Rank milling interests in England lost nine mills as a result of enemy bombing during World War II, according to New York officials of the J. Arthur Rank Organization, Inc. Put out of commission by enemy action were four mills in London, four in Hull and one in Southampton.

This was pointed out recently following a report April 11 in The Northwestern Miller which said that the Rank properties were not seriously damaged by bombing and that one mill, at Southampton, was put out of commission. The incorrect information was published in an article reporting comments by Mr. Rank, leading British miller and film producer, at an informal luncheon for him in Kansas City.

The Rank organization said the mill at Southampton will be reopened soon. It has taken all this time to have it rebuilt because of conditions in England, it was pointed out.

GMI EXECUTIVE SPEAKS ON ADVERTISING'S ROLE

SYRACUSE, N.Y.—Walter R. Barry, vice president in charge of merchandising, General Mills, Inc., Minneapolis, spoke on "Advertising and the Expanding Market" during the Advertising Week Forum sponsored by the Advertising Club of Syracuse, and the University of Syracuse.

Mr. Barry said that "dynamic distribution, with advertising playing a major role, will keep the American economy expanding."

PROFIT REPORTED FOR N. D. STATE MILL

BISMARCK, N.D.—The North Dakota state mill and elevator showed a net profit of $95,625 for the first quarter of the year, according to a recent report from the governor's office.

Sims S. Adair

L. P. Robinson

A-D-M PROMOTIONS—Sims S. Adair, treasurer of Archer-Daniels-Midland Co., Minneapolis, was recently elected to the company's board of directors. During 33 years with A-D-M and the Commander-Larabee Milling Co. Mr. Adair has served as accountant, controller and vice president in addition to the position of treasurer. L. P. Robinson was named an A-D-M vice president at the same time; he will act as chief of the foundry sales division, with headquarters at Cleveland. Mr. Robinson has been associated with corn oil sales since 1917, and is an expert in foundry oil technology.

USDA Expected to Avoid Further Millfeed Buying for 'Hopper Bait

WASHINGTON—The U.S. Department of Agriculture will not be a heavy buyer of millfeeds for grasshopper bait this year, according to responsible government officials.

The purchase of 2,250 tons of bran May 5 may mark the end of millfeed procurement for 1950, these sources indicated. Rolled barley has been tested and approved as a satisfactory substitute.

The USDA has an appropriation of $1.65 million for hopper bait this year, which represents a reduction of 20% in the request of the government for these purposes. Last year the USDA was criticized by the House Appropriations Committee because it ran up the market on millfeeds as the result of its buying for bait. The USDA officials faced an emergency in procurement, and they intend to do everything within their power this year to head off any criticism.

The result is that they intend to buy barley from the Commodity Credit Corp. to be crushed for the poison bait purposes. USDA officials say that their preliminary tests on rolled barley as a carrier for hopper poison is good. Another vehicle for hopper poison may be grain sorghums, although USDA officials say that the tests with this commodity have not proved conclusive.

A third aspect of this hopper bait situation may be the possibility that USDA in procuring flour for export may ask that the mills submit simultaneous offers of the offal to USDA.

The government Bureau of Entomology at Denver bought 2,250 tons of pure bran May 5 for use in preparing bait for grasshoppers, Paul C. Worth, government procurer, announced. The agency sought offers of both bran and steam rolled barley but decided to purchase only bran on this occasion.

Awards were made as follows: 750 tons, Rodney Milling Co., $56, Kansas City; 240 tons, Flour Mills of America, Inc., $56, Kansas City; 900 tons, Colorado Milling & Elevator Co., $61, Denver; 90 tons, Standard Milling Co., $55, Kansas City; 180 tons, Tri-State Milling Co., $57, Rapid City, S.D.; 90 tons, Chadron (Neb.) Milling Co., $55.

Mr. Worth stated that barley has been tested to be used as a carrier for the bait and has been found to be equally as good as bran in many respects. However, the fact that barley does not spread as well from airplanes was a factor in favor of bran. He indicated that prices of the two ingredients were only approximately $2.35 ton apart, barley being the cheaper item.

Paul Ross

ELECTED PRESIDENT—Paul Ross, Wichita Terminal Elevator, Inc., has been named president of the Wichita Board of Trade, succeeding Ralph S. Moore, Moore Grain Co., who will serve as a director. Harold J. Moore, Moore Grain Co., was elected vice president. The secretary-treasurer will be chosen at a later meeting.

18 Meetings on Grain Infestation Planned by Michigan State College

LANSING, MICH.—Michigan State College has scheduled 18 meetings in a campaign against rodent contamination and weevil infestation of grain. The first meeting will be held May 16.

The meetings have been planned principally for county agents and country elevator operators for instruction in the best available methods of handling grain to reduce and eliminate weevil infestation and contamination by rats and mice. The extension service of the college has prepared pamphlets which are to be distributed.

This undertaking grew out of an urgent request by the Michigan Millers Assn. for educational work at the farm level on the rodent and insect question in an effort to improve the quality of grain coming in. The program also has the support of state organizations of grain dealers.

JOINS EXCHANGE

NEW YORK — George Gersony, Gersony-Strauss Co., Inc., New York, has been elected to membership in the New York Produce Exchange.

Spring Wheat Seeding Still Lags

SOUTHWEST GETS NEEDED MOISTURE, BUT CRITICAL AREAS ARE MISSED

Weekend Rain, Snow Further Delay Field Work in Northwest; Situation Generally Considered Serious; Shift to Other Crops Seen

Except for some moisture relief in parts of the Southwest, crop reports during the past week again were generally discouraging. In the spring wheat area, more rain, snow and low temperatures further delayed planting of the crop, and many observers regard the situation as serious.

New precipitation in the Northwest over the weekend flooded areas that had just been drying up from previous setbacks.

Some of the best rains of the season were received this week in parts of the southwestern wheat belt. Critical sections of the wheat territory were missed, especially in extreme western and southwestern Kansas, but central and eastern parts of Kansas and Oklahoma and scattered points in Nebraska had soaking precipitation.

May 8-9 moisture counts reported from Oklahoma include 4.94 in. at Gage, 1.65 Enid, .62 El Reno, 4.80 Woodward; in Kansas, .75 Salina, 3.50 Beloit, 2.23 Winfield, 1.09 Minneapolis, 2.02 Clay Center, and in Nebraska, .32 North Platte, 3.29 Holdrege, .54 Scottsbluff, 1.05 Columbus and 1.85 York.

Occasional thundershowers measuring .10 in. on the western border of Kansas up to 1 in. in southeastern Missouri and Oklahoma are forecast in the five-day government weather outlook May 9. They predict temperatures of from near normal to 5 to 8 degrees above average for this time of the year.

Appraisal Difficult

Appraisals of the spring wheat outlook are difficult to make since the planting season has never before been this late, crop observers say. Elevator men and others in the country are seriously concerned about prospects.

Seeding has been possible only in the southern portion of Minnesota and South Dakota and parts of Montana. In North Dakota and northern sections of other states planting has been practically nil.

How much longer farmers can wait to get their wheat in and still harvest a near normal crop remains a question, since almost perfect weather after the planting will be required to assure proper growth. Only in one respect is the outlook favorable—the recent rains have provided probably the best moisture reserves the area has had in many years.

The Occident Elevator Division of the Russell-Miller Milling Co. this week states that unless the weather reverses itself immediately the situation will be serious.

Some producers in northernmost areas indicate they will plant wheat as late as June 1, although it is expected that many will allow their acreage to lie in summer fallow or shift to barley or buckwheat production. In the southern parts of the Northwest, a heavy shift to soybeans and corn is expected as a result of the wheat planting delay.

Following are summaries of the week's state-federal crop reports:

Kansas: The eastern half of the state has been benefited by rain, but continued dry weather over the southwestern area resulted in the wheat crop making very poor growth and development. Wheat is in the boot stage in southern counties, with occasional fields of early varieties beginning to shoot heads. Growth of wheat plants generally has not been as rank as usual and the crop will be short stemmed.

Oklahoma: Soil moisture supplies remained inadequate over most of the commercial wheat area. Some growth has been registered, but abandonment has been heavy and stands are generally thin. Most of the crop is headed except in the northwest where many fields are in the boot stage. Drouth and greenbugs prevented good tillering in most areas, so stands are thin. Abandonment is spotty but heavy in certain counties, particularly in the southwestern portion of the state.

Nebraska: Slow progress was made by wheat due to low temperatures and lack of moisture in the western portion of the wheat belt. Subsoil moisture is very inadequate in the wheat belt, particularly in the western two thirds of the state. Dry weather with high winds has thinned stands in some western areas, particularly in the panhandle. Some yellow spots are developing in the fields. A number of southwestern and some south central counties have reported presence of greenbugs.

Texas: Meager wheat prospects in the High Plains area declined still further last week. Greenbugs have disappeared but only after destroying a large part of the crop, and drouthy conditions have not been relieved. Cattle were turned in to salvage more fields, and plowing of abandoned wheat continued. In the low rolling plains wheat was recovering from the drouth and greenbug infestation, but the earlier damage has limited the crop.

Manitoba Flooded

WINNIPEG — More than 250,000 acres of Red River crop lands in Manitoba, extending from the International boundary to Lake Winnipeg, are flooded. The total cultivated acreage in Manitoba is roughly 9 million acres. The flood waters cover some of the most fertile soil in the province.

Heavy snows hit large sections of Manitoba and parts of southern Saskatchewan. Spring field work is being further delayed and will not be general in Saskatchewan and Alberta until about mid-May. Manitoba is likely to be later due to wet cold weather.

The Searle Grain Co., Ltd., reports that the moisture condition for the three prairie provinces is 69% of normal, compared with 61% at this time last year. In order to obtain an average yield per acre next fall, considerably better than average rains will have to occur before July 31 in Alberta and Saskatchewan, it adds. Moisture in Manitoba is 96% of normal.

LIGHTER DEMAND ON U.S. GRAIN SEEN

WASHINGTON — Barring unforeseen unfavorable crop conditions, the outlook in western Europe indicates that agricultural commodity demands on the U.S. will be considerably eased during next year. This condition was disclosed by a responsible Economic Cooperation Administration official who just returned from a conference of European agricultural officials this week. Bread and coarse grain stocks are good this official stated. Conditions are greatly improved over last year. This personal report has been confirmed by a report from the Office of Agricultural Relations issued this week.

LOUIS K. NEFF RESIGNS FROM GENERAL BAKING

NEW YORK—Louis K. Neff, assistant for the past several years to Farrar Tilney, vice president and director of purchases, General Baking Co., New York, has resigned from the organization, effective May 1.

ADM Purchases Hubbard & Palmer Line of Elevators

MINNEAPOLIS—Purchase of the Hubbard & Palmer line of elevators has been announced today by T. L. Daniels, president of Archer-Daniels-Midland Co.

Acquisition of the H&P line will add 26 country elevators to the present system of the Commander Elevators. Commander, an ADM subsidiary, now operates a line of elevators extending eastward from Mankato, Minn.

Most of the newly acquired stations are located in Minnesota's principal soybean producing area, Mr. Daniels points out. A new ADM soybean processing plant at Mankato is now under construction and is scheduled for completion in time for the 1950 crop. The 800,000-bu. storage capacity at Mankato together with the newly acquired 1,250,000-bu. storage space in country elevators is expected to do much to relieve the serious storage situation which now exists each fall during soybean harvest, Mr. Daniels said.

Construction of feed mills and warehouses at several of the new stations will be started immediately, he continued. A complete feed service unit at every Commander elevator is the ultimate goal, he said. While most of the present Commander stations have feed mills, the only Hubbard & Palmer elevators thus equipped are those in Mountain Lake and St. James, Minn. In addition, many of the stations will handle the Archer Quality line of feeds.

It is expected that all former Hubbard & Palmer agents will be retained in the same capacity, according to Mr. Daniels.

Hubbard & Palmer stations in Minnesota involved in the transfer are located at Kasota, Rapidan, Lake Crystal, Garden City, Vernon Center, Amboy, Madelia, Lewisville, Truman, St. James, Butterfield, Odin, Triumph, Manyaska, Mountain Lake, Wilder, Lake Wilson and Adrian. Others are located at Ashton and Huntington, Iowa, and at Humboldt, Montrose, Salem, Fulton, Canistota and Riverside, S.D.

INSECT CONTROL PROBLEM STRESSED AT CONFERENCE

ST. LOUIS—Persons attending the grain elevator management school in St. Louis May 8 were told that the problem of preventing flour contamination with insect fragments starts on the farm and carries through every market step from country elevator to the flour mill. L. C. Chase, president of the St. Louis Merchants Exchange, and vice president of the Flour Mills of America, Inc., and general manager of the Valier & Spies Milling Co., stressed the great importance of keeping wheat free from insect infestation and outlined some of the programs now under way in various parts of the country to accomplish this objective.

The grain elevator management school is being sponsored by the Merchants Exchange, the Southern Illinois Millers Assn., Illinois State Board for Vocational Education, the Universities of Illinois and Missouri, and the Illinois Grain and Feed Institute.

The objective of the school is to train personnel in elevator operation and grain buying and grading. In welcoming the students, Mr. Chase said that the St. Louis exchange is the oldest organized grain market in the U.S. and last year handled more grain than at any time in its 114-year history.

CHICAGO BOARD TO HIRE PUBLIC RELATIONS CHIEF

CHICAGO—Directors of the Chicago Board of Trade April 26 approved a recommendation of the board's public relations committee to employ a director of public relations who will be an employee of the board of trade. The exchange has been represented in its public relations activities by the Joseph W. Hicks Organization. Its contract with that concern expired at the end of April.

SEARLE MOWAT RESIGNS AS GMI DIVISION HEAD

DETROIT—Searle Mowat has announced his resignation as president of the Larrowe division, General Mills, Inc., but will devote his full time to management of the company's dried beet pulp department.

Leslie N. Perrin, president of General Mills, announced at company headquarters in Minneapolis that F. E. La Shelle, Jr., director of sales for Larrowe, has been appointed division president. R. W. Senusky, general sales manager, and R. W. Wiper, purchasing agent for the Larrowe division, have been appointed division vice presidents, Mr. Perrin announced. All changes are effective June 1.

Mr. Mowat, a vice president of General Mills who played a major role in the development of the company's formula feed business, said in a letter to employees that he had speculated "for a long period of time with the idea of relinquishing a large share of my responsibilities."

"Finally, I made the decision late

in January that to accomplish my purpose I would resign as president of the Larrowe division. It pleases me immensely to inform you that I will continue as a vice president of General Mills to manage our dried beet pulp business."

J. S. Wilson, a vice president of the Larrowe division, will serve as special assistant to Mr. Mowat, it was announced.

Mr. Mowat began his career in the formula feed business as a clerk in the Larrowe Milling Co. in 1913. When General Mills acquired the business in 1928, he was continued as a vice president of Larrowe associate company, and later of the division. He became division president in 1938 and was elected a vice president of General Mills in 1943.

FMEA MEMBERS VOTE ON ASSOCIATION DIRECTORS

WASHINGTON—The names of six members of the Flour Millers Export Assn. have been placed on a ballot for consideration as directors of the association.

Election to the board will be by mail vote. The officers of the association will be elected at the first meeting of the new board following the general membership meeting in Chicago May 14, according to the nominating committee composed of A. B. Sparboe, Pillsbury Mills, Inc., Minneapolis, chairman; Moritz Milburn, Centennial Flouring Mills Co., Seattle, and J. A. Willis, Jr., Ismert-Hincke Milling Co., Kansas City.

The following names appear on the ballot mailed to FMEA members: Buffalo, Monroe Wellerson, General Mills, Inc., New York; Northwest, Charles Ritz, International Milling Co., Minneapolis; Pacific Coast, Howard Taylor, Centennial Flouring Mills Co., Seattle; Soft Wheat, Clark Yager, Ballard & Ballard Co., Inc., Louisville; Kansas-Kansas City, Elmer Reed, Flour Mills of America, Inc., Kansas City; and Texas-Oklahoma, J. C. Mitchell, Tex-O-Kan Flour Mills Co., Dallas.

U. S. APPEALS DECISION ON MILL ELEVATOR WAGE

ST. LOUIS—The wage-hour division of the Department of Labor has appealed the federal court decision in the Flour Mills of America case in which the government lost a lower court verdict in a suit involving the minimum wages and hours of certain country elevator employees of the milling firm. The wage and hour administration contended that the milling company employees in country elevators were not entitled to the agricultural exemption of the law on the ground that their activities were essentially part of the over-all milling operation and that they were not handling grain "for market." This contention was rejected by federal district court and the government has now appealed the verdict to the circuit court.

OKLAHOMA MILLERS ASSN. MEETING SET FOR MAY 31

OKLAHOMA CITY—The Oklahoma Millers Assn. will hold its annual meeting and election of officers May 31 here at the Oklahoma Club. The business meeting will be followed by an evening banquet for members and visitors.

Union Postpones Strike Against Continental; Negotiations Continue

The strike against the Continental Baking Co. by the Continental Baking division of the Bakery and Confectionery Workers International Union has been postponed again at the final hour. Under present plans of the Federal Mediation and Conciliation Service, the company and union representatives will meet again next week to resume negotiations. Union officials met in Chicago May 9.

Discussions between Continental Baking Co. representatives and union officials resumed in Washington last week. Continental's stand against the union proposal was strengthened by renewed contracts with local management groups in some localities, some observers stated.

The Washington, D.C., union concluded its contract with the employers during the past week, with the union signing a two-year agreement.

According to Washington, D.C., union members and trade officials, the Washington union took the position that a single nationwide contract might lead to the elimination of officials of individual unions. Other observers felt that the stand of the Bakery and Confectionery Workers International has been undermined by the "defection" of several local unions which have concluded contracts with regional bargaining groups of which the Continental Baking Co. was a participating member.

Settlements of wage disputes were previously reported to have been effected in several widely-separated communities, although union representatives denied that negotiations were under way at Denver, Oakland, Cal., St. Joseph, Mo., and Wheeling, W. Va.

In Minneapolis, a strike deadline of the morning of May 11 was set by the bakery workers union for 15 bakeries in Minneapolis and 8 in St. Paul. The union has been insisting that Continental withdraw from local negotiations; the management group representing the bakeries has declined to bargain without the Continental Baking Co. being included. Lockout notices have been filed against the local unions, charging that the unions refused to bargain as long as their employers' council represents Continental.

KANSAS BAKERS ASSN. PLANS ANNUAL MEETING

MANHATTAN, KANSAS—The annual meeting of the Kansas Bakers Assn. will be held in Manhattan, Kansas, May 23. A golf tournament will be held in the afternoon at the Manhattan Country Club, followed by a dinner in the evening. Election of officers for the coming year and other business matters will take place after the meal. President of the Kansas group is James Chase, Golden Krust Baking Co., Manhattan, who was also general chairman of the recent Heart of America Bakers convention in Kansas City.

Hearing on Proposed Change in Definitions for Flour Delayed

WASHINGTON — The Food and Drug Administration has asked the Millers National Federation to submit additional evidence concerning the use of ammonium persulfate as an optional ingredient in flour.

Officials of FDA say that the request for a hearing by the federation, filed March 14, to consider the inclusion of ammonium persulfate as an optional ingredient in flour may cloud the issue which has been involved in the hearings on bread standards. The use of ammonium persulfate in bread doughs was also discussed at the bread standards hearings.

According to FDA officials, it is likely that the decision on the bread standards hearings will determine the question of the use of ammonium persulfate and the recent appeal of the federation will be resolved at that time.

Screened conclusions of the operating officials of FDA on the controversial bread standards hearing are expected to reach the front office shortly and the official decision may not be delayed as long as had been forecast on the basis of the protracted testimony which was introduced.

On April 12, the federation received a letter from the acting administrator, John L. Thurston, in which he stated that the petition appeared to present reasonable grounds to justify a hearing on the proposed amendments removing the limitations on permissible amounts of the optional ingredients of malted wheat flour, malted barley flour, and listing as an additional optional ingredient certain enzymatically active materials of microbiological origin.

"With respect to the proposal to include ammonium persulfate as an optional ingredient in flour, the administrator expresses the opinion that the reasons advanced do not furnish a reasonable basis on which he can order a hearing," the federation report said. "He takes the position that ammonium persulfate is not a bleaching ingredient but is used in flour to obtain the same effect as is obtained with potassium bromate. Potassium bromate is not an optional ingredient of flour or whole wheat flour, but is an essential ingredient provided in the standard of identity for bromated flour, bromated whole wheat flour, etc. The administrator takes the position that no reasonable grounds have been presented for treating flour with added ammonium persulfate differently from bromated flours.

"It is clear from the administrator's letter that he would not grant a hearing on our proposal as now stated, but he would grant a hearing on a proposal to establish a separate definition and standard of identity for persulfated flour similar to the definition for bromated flour. If such a proposal were approved, the product would have to be called persulfated flour.

"The administrator also directs attention to the fact that ammonium persulfate in flour has been prohibited in several European countries. Therefore, before even calling a hearing on persulfated flour, the administrator has inquired whether evidence can be produced to show that these restrictions are based upon reasons unconnected with the promotion of honesty and fair dealing in the interest of consumers in the U.S. The supplier of ammonium persulfate is now engaged in developing this information.

"This definitely raises the question of the attitude of the Food and Drug Administration, as well as members of Congress, concerning the use of chemicals in food. This is a lively subject and is causing many food industries to give serious consideration to the problem.

"The question of whether the federation will amend its petition and propose a new and separate standard for persulfated flour will be considered by the board of directors at its meeting on May 15."

CCC Offers Counter-Proposal in Storage Agreement Talks

WASHINGTON — Negotiations of the Uniform Grain Storage Agreement have been resumed, after some delay last week, through the efforts of Col. Martin J. Hudtloff, director of the transportation and storage branch of the Production and Marketing Administration.

The practice of commingling grain was recognized in the negotiations. The delay in negotiations was brought about by a recommendation made by James Cole, Commodity Credit Corp. director at the Minneapolis office, who recommended, in effect, that all CCC-owned grain be held and delivered to the government on a special bin basis.

The Cole proposal was submitted to the CCC board of directors last week and was then sent out to its regional offices for comment. This week it was learned that the CCC now has a counter-proposal which it has offered to warehousemen.

The counter-proposal is: "It being specifically understood and agreed, however, that the warehousemen shall not take advantage of tolerances allowed under the grade certificates by mixing foreign material and grains of other classes."

Warehousemen say that the mixing of foreign material is illegal at best and there should be no reason for the inclusion of the above clause.

The substitute clause which the government would include in the uniform agreement puts into the hands of a local CCC official great power which could be used arbitrarily. The new clause is preferable to the original proposal by the government but hardly one which would represent free businessmen doing business in a free society. That is the reaction of the trade representatives in Washington.

BRISK FLOUR BUYING PACE CONTINUES ANOTHER WEEK

Bullish Crop News, Advantage of Good Millfeed Credits Buying Impetus; Price-Date-of-Shipment Arrangements With Some Buyers End

The pace of flour sales established the previous week continued last week, contrasting sharply with 1950 business up to that period. A combination of circumstances made it expedient for most flour buyers to book at least the remainder of their May requirements and in some cases beyond. Further adverse weather reports from both the Southwest and the Northwest, where seeding still is delayed far beyond usual, pushed wheat values to new seasonal peaks. At the same time, high millfeed prices continued to permit flour quotations at unchanged levels through most of the week. The opportunity to book at prices prevailing before the week-end advance proved a good incentive to many buyers. A number of them, for several weeks on a price-date-of-shipment basis, switched to straight bookings in view of the bullish situation.

PMA BUYING FLOUR FOR AUSTRIA

The Production and Marketing Administration was in the market early this week for offers of 100,000 sacks of .48% ash, 10.5% protein straights for shipment to Austria via Trieste. Shipment from mills will be requested before June 30. A week earlier the PMA bought 180,000 sacks of clears for Greece at a top price of $4.92, osnaburgs, Gulf, all from Southwestern mills. Otherwise, export business has been very quiet, with no sales of consequence reported.

SPRING MILLS' SALES AVERAGE MAINTAINED

Spring wheat mills' sales last week averaged about equal to the previous week's improved volume, with most of the business developing toward the end of the week preceding a scheduled price advance. Continued reports of adverse weather which is delaying planting of spring wheat boosted the wheat market at Minneapolis, and with millfeed credits at a peak for the season buyers saw an opportunity to book their needs at favorable levels. Some buyers who had been purchasing on a price-date-of-shipment basis changed their procurement to straight bookings and filled needs for May. Also, the number of carlot orders increased and a few sales were made for shipment through June and even July.

SOUTHWESTERN VOLUME HOLDS UP WELL

Several bursts of buying interest gave mills in the Southwest almost as much business as the previous week. Sales averaged 84% of capacity, compared with 86% the preceding week and 46% a year ago. Chains in the Southwest covered May and beyond requirements, then two principal eastern buyers booked for May along with other large buyers in the Midwest and Southwest. Also, two chains which had been buying on a price-date-of-shipment basis contracted for May needs. Some independent bakers also purchased flour, but the volume was small. Quotations for 120-day bookings are firm, with spot quotations slightly under and June as much as 10@15¢ over spot.

CENTRAL STATES BUYING INCREASES

Chicago buyers confined their purchases to small lots in most instances, although some sales ranged up to 10,000 sacks. The price decline improved interest. Directions were fair to good. Family flour sales were slow in spite of a price reduction. Directions on family flour were slow. At St. Louis, sales for nearby shipment were reported moderately good, with a very good demand for clears. Shipping directions were only fair, however. Elsewhere in the central states both bakery and family flour business slipped, and there was no indication that bakers would step into the market at current price levels.

VOLUME EXPANDS IN EASTERN AREA

A fair volume of business was transacted at New York as independent and smaller bakers bought limited quantities to fill their needs through May and chains also covered for a similar period. Spring standards and high glutens were leading sellers. Except for the big bakery business, southwesterns sold more moderately, and sales were not pushed beyond May as millers were concerned over a possible drop in millfeed.

Most buyers at Philadelphia were reported holding off, with caution heightened by strength in wheat. However, millfeed advances have taken some of the pressure off flour quotations. Although activity is generally light and hand-to-mouth buying continues, some moderate purchases by chains and large establishments were noted early in the period. More aggressive selling by spring wheat mill representatives prior to a price advance resulted in larger sales at Pittsburgh, although the volume did not reach expectations. Hard Kansas flour business lagged, and family flour sales also were slow. Some spring commitments were made for 60 days, although 30-day shipment was more common.

SOUTHERN SALES SLIGHTLY LARGER

In the South, moderately improved sales were noted, particularly for prompt and May shipment. Some mills pushed business at a discount, and the price picture was confused. Most sales at New Orleans were of hard winters, although springs also showed improvement. Some business in springs was worked through June, but most other sales were confined to May delivery. Soft winters sold in better volume to cracker and cookie bakers, but cake bakers, still experiencing slow business, booked cautiously. Shipping directions were about normal.

TRADE REMAINS SLOW IN PACIFIC NORTHWEST

Activity in the domestic trade at Seattle continued slow, and no export business was foreseen. The trade was reported postponing buying while awaiting developments in a threatened strike against a national baking concern. Some export business was transacted at Portland, but the volume was not large. Domestic bookings lagged, and mills drastically curtailed operations.

FLOUR PRODUCTION SHOWS SLIGHT INCREASE

Flour production shows an increase of 17,292 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 73.3% of the total flour production in the U.S. during November, the latest month for which census figures are available, amounting to 2,948,848 sacks compared with 2,931,556 in the previous week and 2,988,437 in the corresponding week of a year ago. Two years ago the figure was 3,583,452 and three years ago 3,725,088 sacks. There was an increase of 43,000 sacks in the Northwest, 36,000 in Buffalo and 6,000 in the North Pacific Coast while production decreased 44,000 sacks in the Southwest and 13,000 in the Central and Southeast.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 28.

More Interest Shown in Semolina Because of Delayed Wheat Planting

Sales of semolina are at about the same moderate volume as in the past few weeks, although more interest was evident last week because of growing concern over crop prospects in the durum wheat growing areas of North Dakota and Minnesota.

Manufacturers of macaroni and noodle products are experiencing only fair demand for their goods and therefore are buying relatively small quantities for nearby needs.

Although a few lots of top quality milling wheat were sold at a slight discount from prevailing premiums last week, the cash wheat market generally reflects fully the advances in wheat futures. Fancy milling types of cash wheat, at an 8¢ bu. premium over the May future, sold for $2.44 May 6.

Receipts of wheat were light at Minneapolis because of new floods and disrupted transportation in northern areas, and the firm demand for the smaller offerings maintained market strength.

Some concern was being expressed over the delay in planting of durum wheat, now about four weeks behind normal. It is expected that some farmers will switch part of their wheat acreage to feed grains because of the lateness of the season, and there remains the possibility that wheat seeded this late will encounter more hazards than usual in the hot months.

Standard semolina was quoted May 8 at $5.55@5.75 sack, bulk, Minneapolis, unchanged from the previous week despite wheat advances, because of the firm millfeed market. Production averaged slightly larger last week.

Durum wheat prices delivered at Minneapolis, May 6, were as follows:

[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

DURUM PRODUCTS OUTPUT

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]				[illegible]
[illegible]				[illegible]

[illegible]

MILLFEED MARKETS ADVANCE FURTHER

Heavy Demand Continues; Bran Up $2 Ton; Interest Centers on Nearby

Millfeed markets remain strong as heavy demand continues to overrun available supplies. Larger flour sales in the past two weeks have not yet resulted in a much heavier grind, and there is no pressure of supplies. Prices advanced $1.50@2 ton during the past week, the greatest increase posted on bran. Buying, however, is confined to immediate shipment, with the trade extremely wary of current levels.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 242.3 as of May 2, up 5 points for the week. The feed grain index was 210 up 4½ points from the previous week.

Formula feed sales have maintained the heavy volume of recent weeks and for some concerns have expanded further. Reports on dealers' attitudes toward steady price advances vary, with some concerns detecting resistance, and others, noting the volume of orders, declaring that higher prices aren't hurting business.

The slow development of green pastures in the Northwest continued to boost sales of dairy feed, both the lower protein types and more expensive rations.

Formula feed prices again moved to higher ground last week, but the advance did not seem to hamper demand and sales were in a very good volume in the Southwest. In spite of the market strength dealers were in need of additional supplies, and orders placed with manufacturers were nearly as heavy as a week ago.

The midwestern and south central broiler season was moving along in good shape, and prices for broiler meats around Kansas City and through Arkansas and Texas held steady.

Production in the Southwest is at the peak thus far this year. Full production with extra hours of running time has been necessary.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 43,691 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 43,757 tons in the week previous and 45,119 tons in a similar period a year ago. Crop year production to date totals 2,201,893 tons as compared with 2,309,820 tons in the corresponding period a year ago.

Wheat Markets Climb Again on Adverse Crop News

Late Planting Prospect Hikes Spring Wheat Futures at Minneapolis 5@6⅝¢; S. W. Forecast Trimmed

Wheat markets remain strong, with new record levels again having been reached during the past week. More variation in the pattern of price levels at the various markets was noted, however, as influenced by local situations. While prices were up generally, the Kansas City May future showed a decline of ⅝¢ for the week. Meanwhile, the more distant futures there and all deliveries at Chicago gained 2@2⅝¢. Minneapolis wheat was relatively stronger, showing advances of 5@6⅝¢ for the week, the greatest increase on May. More rain, snow and flood conditions in the Northwest provided a bullish market tone as prospects grew that the spring wheat crop may be smaller because of planting delays. Cash spring wheat advanced along with the future, and in some instances premiums increased.

Closing prices for wheat futures at leading markets May 8 were: Chicago—May $2.34⅛, July $2.22¼@2.22⅜, September $2.21@2.21½, December $2.23@2.23⅛; Minneapolis — May $2.35⅝, July $2.32, September $2.26, December $2.23½; Kansas City—May $2.27½, July $2.17⅝, September $2.18⅛, December $2.18⅝.

Weather Dominates Markets

Market interest centered on weather news again, causing fresh advances toward the end of last week. Adequate precipitation failed to arrive in the Southwest, while in the Northwest the opposite was true. Farmers have been unable to start field work in most of the spring wheat growing area because of too much water, and it is generally expected that the late season will result in reduced wheat acreage and greater risk of losses because of heat during the late summer when growth is at a critical stage. Some observers believe that because of these developments the total crop for 1950 may not be sufficient for domestic and export requirements and therefore part of this year's large carryover will be needed.

C. M. Galvin, James E. Bennett & Co. statistician, estimated winter wheat production as of May 1 at 668 million bushels, almost 100 million bushels less than the April 1 government estimate. The government's report to be issued May 10 detailing estimated acreage abandonment in the Southwest probably will be given considerable weight in the markets.

Announcement of the government's sales policy last week tended to have a temporary bearish effect on markets as the announced export price "at the market" was considered a possible ceiling on prices. Availability of this wheat for export removes demand on free supplies. Some of these government stocks already have been purchased at the Gulf for export.

Receipts Larger

Cash wheat receipts at spring wheat markets were materially larger, with 1,295 cars at Minneapolis and 1,263 at Duluth. While the larger offerings brought about some adjustments within the various trading ranges, premiums on the whole were firmer. Demand was active, coming both from millers and shippers. Ordinary No. 1 dark northern spring wheat was quoted at 2@5¢ over the May price. Twelve per cent was quoted at 3@6¢ over, 13% protein 4@7¢, 14% protein 7@10¢, 15% protein 11@15¢ and 16% 16 to 20¢ over the May price. Trading in the to-arrive market was also quite active, with to-arrive lots going mostly at 1¢ under the spot market. Average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.60%, and the durum 12.86%.

Tone of the cash durum market was unsettled. Premiums eased somewhat about midweek when demand slackened and it was necessary to dispose of some rather good durum at the low end of the choice range. Toward the close, demand improved and the trading basis steadied. No. 1 and 2 hard amber durum, fancy milling quality, quoted at 6@7¢ over May; No. 1 and 2 amber durum, choice milling quality, 1@5¢ over; No. 1 and 2 durum, medium milling quality, 7¢ under the May price, and No. 1 red durum 14¢ under.

The following table shows the approximate range of cash spring wheat values at Minneapolis, May 6:

For Dry Sound Wheat

1 DNS or NS 58 lb.	[illegible]
12.00% Protein	[illegible]
13.00% Protein	[illegible]
14.00% Protein	[illegible]
15.00% Protein	[illegible]
16.00% Protein	[illegible]

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to [illegible] lb.
Damage—1¢ each [illegible]

K. C. Receipts Larger

Although flour mills were showing good demand for wheat procurement in the Kansas City market, prices were steady to slightly lower because of the unusually good influx of supplies for this time of the year. Meanwhile, elevator and merchandiser interest was only fair, so the general demand for wheat was not broad. Since the time for the May basic future to go off the board was drawing closer cash premiums over May settled back slightly. Ordinary markups for No. 1 dark and hard winter wheat dropped to 2½@4¢ over May 8 compared with 4@6¢ over a week previous. Twelve per cent protein was down to 2½@5¢ over, and 13% protein fell to 2@6½¢ over. Strength was still apparent in the basic future, which climbed to another new season's record during the week. A top of $2.28⅛ was scored May 8, before the future closed at $2.27½ on reports of moisture in many parts of the Winter Wheat Belt. Low point of the week was $2.25 on May 2, following the announcement of the government's 100 million bushel domestic and export sales policy.

The following table shows the approximate range of cash wheat prices at Kansas City May 6, protein content considered:

No. 1 Dark and Hard	[illegible]
No. 2 Dark and Hard	[illegible]
No. 3 Dark and Hard	[illegible]
No. 4 Dark and Hard	[illegible]
No. 1 Red	[illegible]
No. 2 Red	[illegible]
No. 3 Red	[illegible]
No. 4 Red	[illegible]

At Fort Worth ordinary No. 1 hard winter wheat was reported selling May 8 at $2.48@2.49, delivered Texas common points, with no protein premium. Offerings are light, with demand fair.

Wheat trade in the Pacific Northwest was quiet although there was some export business early in the week. CCC started offering to exporters and millers on a $2.25 bu. track basis, with provisions that the wheat or flour would go into export. Mills bought a little wheat from CCC, but exporters claimed the price to be about 2¢ bu. out of line. Consequently, no volume of business could be expected. Mill outlets are too narrow in the export line to move any volume. Considerably more wheat was redeemed from CCC in the two months prior to April 30 so that the government will not get the amount expected earlier. Official figures have not yet been announced. Crop conditions continue good, although cold weather is retarding the growth of all crops.

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	April 30-May 6, 1950	*Previous week	May 1-7, 1949	May 2-8, 1948	May 4-10, 1947
Northwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Southwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Central and Southeast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
North Pacific Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Percentage of total U.S. output	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Revised.

	Percentage of capacity operated in 5-day week: April 30-May 6, 1950	Previous week	May 1-7, 1949	May 2-8, 1948	May 4-10, 1947	Crop year flour production July 1 to: May 6, 1950	May 7, 1949
Northwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Southwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Central and S. E.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
No. Pacific Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SOUTHWEST

Kansas City

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

Wichita

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

Salina

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

[illegible] Representative Mills Outside of Kansas City, Wichita and Salina

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

NORTHWEST

Minneapolis

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

BUFFALO

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	5-day week capacity	Flour output	% activity
April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

Portland and Interior Oregon Mills

April 30-May 6	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction:

	Southwest*: Weekly production	Crop year to date	Northwest*: Weekly production	Crop year to date	Buffalo†: Weekly production	Crop year to date	Combined**: Weekly production	Crop yr. to date
April 30-May 6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Previous week	[illegible]		[illegible]		[illegible]		[illegible]	
Two weeks ago	[illegible]		[illegible]		[illegible]		[illegible]	
1949	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1948	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1947	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1946	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Five-yr. average	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Principal mills. **[illegible]% of total capacity. †All mills. [illegible] extraction basis effective March 1 to Sept. 1, 1946 ([illegible] lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

BAKERS AT I-W-I CONVENTION URGED TO INCREASE SERVICE

Quality Vital, Keynote Speaker States—Problems in Industry's Health Defined—"Think, Work, Act" Theme Emphasized in Panel Discussions

By W. E. LINGREN and DON E. ROGERS
Editorial Staff, The Northwestern Miller

CHICAGO — Bakers and allied tradesmen from three states gathered at the Hotel Sherman here May 7-9 for the first joint meeting of the Indiana, Wisconsin and Illinois Bakers' Assns. The conference, billed as the I-W-I Bakers Convention, featured a program that would have done justice to a national convention.

The bakers attending the opening general session were urged to increase their service to the consumer if they would win their "fight to survive." The urging came from Walter M. Jennings, executive secretary of the Associated Retail Bakers of America, Chicago, who delivered the keynote address.

Mr. Jennings was substituting for Joseph Tombers, Purity Bakeries Corp., St. Paul, who was unable to make his scheduled program appearance because of illness.

"We must become quality-minded," Mr. Jennings said. "We must get back to work after enjoying a false wartime volume and false wartime profits."

Warns of Consumers' Power

He warned the bakers that the consumer, "the only real monopoly in the U.S.," can put anybody out of business by not buying his products and services.

Dr. Frank Princi, University of Colorado, Boulder, Colo., discussed the field of industrial hygiene and its application to the baking industry. He suggested a general national survey of the baking industry to determine health problems that are common to all bakers.

"The leading cause of death among bakers is respiratory diseases," he said. "We need to know the possible causative agents in the baker's environment, such as the effect of flour dust."

The physician, the industrial hygiene engineer and the chemist can combine, he said, in the study of causative agents and work toward eliminating health hazards in industry.

"It is the responsibility of any industry to properly police itself to maintain morale among the workers, to increase production and to serve the best interests of the public at large," he pointed out.

The role of the American Institute of Baking was outlined as the closing feature of the first session of the convention. L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president of the AIB, discussed the record of the AIB School of Baking in the education of bakers. He cited the need for fundamental research by the baking industry through the AIB facilities.

Public Relations Emphasized

Dr. William Bradley, the AIB's scientific director, discussed the technique of influencing consumer attitudes through a program of proper public relations. He described how the AIB activities were designed to influence public opinion to the advantage of the baking industry.

Lloyd Salathe, sanitarian of the AIB staff, cited the increased pressure for improved sanitation in the baking industry and pointed out the profit for the baker in promoting a proper and adequate sanitation program. He described the program of the AIB's sanitation department in furnishing bulletins and posters, sponsoring regional sanitation courses and offering a bakery inspection program.

Separate Sessions Employed

The convention broke up into two sessions the afternoon of May 8 with retailers and wholesalers discussing their specific problems of operations.

Mr. Caster was chairman of the wholesalers' session. George Graf, Quality Bakers of America Cooperative, Inc., New York, was the moderator of a panel on distribution.

Members of the panel included: Harold Seeman, Seeman's Grocery, Milwaukee; E. E. Seeck, Strickland's Grocery, Oak Park, Ill.; Ray Ping, Erickson's Bakery, La Crosse, Wis.; Harold West, West Baking Co., Indianapolis, and Gus L. Fay, Bakers of America Program, Chicago.

Cooperation between the wholesale baker and his retail grocery outlets was the main subject of the discussion, and the value of a well-run bakery department to a grocery store was emphasized many times.

The current situation in Brown 'n Serve merchandising was reported by Tom Freer, General Mills, Inc., Minneapolis. He indicated that Brown 'n Serve sales had "slowed up," but expressed the opinion that the decline had leveled off to what can be expected as a normal volume. He urged the bakers not to abandon the new merchandising idea and to fit it into a permanent place in their production operations.

The importance of accident prevention in the bakery was stressed by Frank Wirken, safety director for Interstate Bakeries Corp., Chicago. He said that the baking industry had established an "excellent record" in safety and urged that "we expand and study all factors contributing to safety."

Chairman of the retailers' session was Otto Bergt, Metz Bakery, Chicago, president of the Associated Retail Bakers of Greater Chicago.

"Retail bakers cannot expect too much without their own efforts," Mr. Bergt told the large group present. "You don't discover business, you develop it," he said.

The importance of bakers' associations was stressed by Mr. Bergt, and he chided the laggards for their indifference, singling out the ones who only come to their associations when they are in trouble.

Retailers' Panel Discussions

"Think, Work, Act" was the theme of the panel discussions at the retail session, with a panel discussion devoted to each of the keynotes. "Think" was assigned to management, with John Ankerson, Scandia Bakery, Galesburg, Ill., talking on the training of veterans in the baking industry with the cooperation of the Veterans' Administration, and Otto Lindstrom, Lindstrom's Bakery, Racine, Wis., giving a dynamic talk on "FEDA—Present, Explain, Demonstrate and Apply." Mr. Lindstrom told how he had successfully put into practice these basic principles in his own shop.

"Work" was discussed by the production segment of the retail industry. "Joe Vann, Vann's Pastry Shop, Milwaukee, described the metric single unit system of weights, which converts all measurements into ounces, as a means of greatly simplifying production and cost accounting. This system does away with the confusion of calculating dozens, pounds, ounces, quarts, etc. The changeover is exceedingly simple, he said.

Al Petry, Crown Bakery, Crown Point, Ind., said the basic points to remember in getting Mrs. America to buy are an attractive store, neat and courteous employees and good quality products.

Speaking on the "Plus Factors for Your Business," Charles Oswald, Oswald's Bakery, Chicago, described the use of freezers as a method of equalizing bakery shop production and merchandising. The subject drew a large amount of discussion from the floor, indicating that the subject of frozen baked goods is a project meriting considerable investigation by shops in areas of irregular retail turnover.

Merchandising Panel

"Act" was discussed under the category of merchandising, with three women experts as the panel personnel. They were Mrs. Rose Muellner, Muellner's Bakery, Chicago; Mrs. Lucile J. Klein, Kullmann's Bakery, Milwaukee, and Miss Kay Williams, Standard Brands, Inc., New York.

The final general session of the convention was held the morning of May 9. Walter Hopkins, director of the Bakers of American Program, Chicago, talked on the subject of "Let's Promote Our Industry." He outlined the plans of the Bakers of America Program and urged the individual bakers to tie in their merchandising with the national campaign.

George N. Graf, Quality Bakers of America Cooperative, New York, presented a "Short Course in Sales Management," outlining merchandising ideas designed to increase bakers' sales.

Adjournment of the convention followed the address of Everett M. Dirksen, a former baker who is now running for an Illinois seat in the U.S. Senate. Mr. Dirksen spoke at an early afternoon session which followed a joint luncheon of bakers and allied men.

FOUNDERS LUNCHEON—A special luncheon in honor of "Founder Members" of the Bakers Club of Chicago was held May 1. Left to right in the photograph above, taken at the luncheon are: **Francis Deppe, Deppe-Vienna Baking Co., Chicago; Howard D. Whitney, Rapinwax Paper Co., Chicago; T. A. Dillon, Ekco Products Co., Chicago; L. A. Williamson, Red Star Yeast & Products Co., Chicago; George Neuman, Neuman Pastry Shops, Chicago, president of the club, and Harold Bear, Bear-Stewart Co., Chicago.**

H. E. DYER JOINS STAFF OF STALEY MILLING CO.

KANSAS CITY—H. E. Dyer has joined the staff of the Staley Milling Co., Kansas City, Thomas W. Staley, vice president and general manager of the milling firm, has announced.

Mr. Dyer for the past 11 years has been associated with the engineering and construction division of the Jones & Laughlin Supply Co., Tulsa, an affiliate of the steel producing company that engaged in oil industry construction work.

Mr. Dyer is the son of H. A. Dyer, who is vice president and sales manager of the W. J. Small Co., Kansas City.

A-D-M REPORTS 9-MONTH EARNINGS OF $6,709,754

MINNEAPOLIS—The Archer-Daniels-Midland Co., Minneapolis, has reported earnings for the nine months ending March 31, 1950, as $6,709,754.20 after depreciation and all income taxes. This is equivalent to $4.10 a share on 1,634,748 shares outstanding. This compares with net profits for the nine months ending March 31, 1949, of $8,654,804.10 after depreciation and all income taxes—the equivalent of $5.29 a share.

The board of directors also declared a dividend of 50¢ a share, payable June 1, 1950, to stockholders of record at the close of business May 17, 1950.

COTTON GOODS INDEX 17.04

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale price of principal cotton cloth used in bag making expressed in cents a yard of cloth, is 17.04, compared with 16.48 a year ago. The Bemis composite figure reflecting duty paid for early shipments from Calcutta of lightweight and heavyweight burlaps expressed in cents a pound of cloth is 25.25, compared with 22.92 a year ago. The current index is based on Calcutta ceiling prices plus a permitted 5% commission.

Heart of America Bakers' Meeting Termed a Success

KANSAS CITY — The Heart of America Bakers' Convention, a combined meeting of bakers' associations from the states of Kansas, Missouri, Oklahoma, Arkansas and Nebraska, was held in Kansas City April 23-25. Observers said the success of the affair encouraged interest in continuing the arrangement in future years. Speakers representative of nearly every phase of the industry were on hand to address the 570 persons who attended the meeting.

Attendance figures were well divided among bakers, allied tradesmen and ladies. There were 153 bakers in attendance, 240 from the allied trade and 180 ladies.

The trials of the baking industry in the next few years may be greater than any yet surmounted, M. Lee Marshall, chairman of the board, Continental Baking Co., New York, and chairman of the American Bakers Assn., said at the opening session April 24. He predicted that there would be "full war on three fronts" in the next few years. He named the fronts as those of labor, competition and profits.

Walter Hopkins, director of the Bakers of America Program, described recent developments in the industry drive to convert consumers to consumption of more bakery products.

Several concepts of the sanitation problem around bakeries must be thoroughly understood for successful operations, Dr. Edward L. Holmes, director of the sanitation department, American Institute of Baking, Chicago, said in his talk on sanitation problems. First, recognition of the problem must come from the top level of management. Also eradication of insects and rodents must be tied in with the regular housekeeping program of the bakery.

When the going gets tough is not the time to trim advertising budgets, Jerome C. Galvin, head of the Galvin Advertising Agency, Kansas City, said in his discussion on the importance of advertising. On the contrary, it is the time to increase sales effort by balancing merchandising and advertising programs.

A retail baker cannot afford to make low quality products, Frank Jungewaelter, director of research and merchandising, Associated Retail Bakers of America, Chicago, said in a discussion on the value of baking quality products.

NEW HUTCHINSON STORAGE PLANNED BY GANO FIRM

HUTCHINSON, KANSAS — The Gano Grain Corp. let the contract last week for a million bushels additional storage space for its elevator in Hutchinson. Chalmers & Borton of Hutchinson received the contract for the new concrete tanks which will extend east from the headhouse.

The new bins will give Gano Corp. 4,300,000 bu. capacity at the local terminal, second only to Farmers Cooperative Commission Co., which recently boosted its capacity to 5.5 million bushels.

According to J. V. Fleming, Gano manager here, the corporation has 70 line elevators, mostly in western Kansas but including some in Colorado and Oklahoma.

The Gano addition and a 600,000 bu. addition to the C. D. Jennings terminal will increase Hutchinson's public space to 20,705,000 bu. and over-all total to 22,540,000 bu.

NAMED TO BOARD

CHICAGO — Everette B. Harris, secretary of the Chicago Board of Trade, has announced the board of directors has elected to membership in the board of trade, Robert C. Caswell of Chicago, and Joseph T. Szott with Farrell & Co., Chicago.

WOLF'S PREMIUM FLOUR

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

The Standard Others Strive to Reach

WHITE SWAN FLOUR

SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

BLAIR'S Certified FLOUR SEEDS
BLAIR MILLING CO., Atchison, Kans.

FULTON BAG & COTTON MILLS
Kansas City, Kan. Atlanta - Los Angeles St. Louis New York Dallas Minneapolis New Orleans Denver
BAG MAKERS SINCE 1870

80 Years of Reliability
PILLSBURY'S BAKERY FLOURS

WE ARE LARGE BUYERS of PURIFIED MIDDLINGS and PURIFIED WHEAT GERM
We will be glad to get your quotations
The Cream of Wheat Corporation
Minneapolis, Minnesota

WESTERN STAR
KANSAS STAR
GOLDEN CREST

These famous flours are "stars" but they are not "prima donnas." They are dependable for smooth shop performance all the time, never balky, never temperamental.

The WESTERN STAR MILL CO.
SALINA, KANSAS

Centennial FLOURING MILLS CO.
GENERAL OFFICES: 540 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT
GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS
6,500,000 Bushels Country and Terminal Storage

MILLS AT SPOKANE · WENATCHEE · RITZVILLE · PORTLAND

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OMAHA GRAIN EXCHANGE
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MILTON McGREEVY I. O. HOCKADAY
RESIDENT PARTNERS
912 BALTIMORE, KANSAS CITY 6, MO.
VICTOR 6622

GROCERY PRODUCTS NEWS

FAMILY FLOUR PROMOTION—Shown above is an example of home baking centers which would be set up under the Grocery Products Sales Council plan to increase sales of family flour and related items in food stores. This display was erected at the U. S. Wholesale Grocers Assn. convention in Cincinnati by the Yukon (Okla.) Mill & Elevator Co. to show wholesalers the opportunities in such a promotion.

Report to Millers Outlines Flour Selling Help Available in GPSC

MEMPHIS—Some of the family flour merchandising helps which millers could obtain through the Grocery Products Sales Council are emphasized in a new report urging millers to join the council and support its plan for increasing family flour sales.

Assistance which would be available in reaching housewives, jobbers and retailers with the home baking and flour message is outlined by Milton J. Buhler, chairman of the council membership committee.

Mr. Buhler, manager of the southern sales office, The Buhler (Kansas) Mill & Elevator Co., Memphis, asks millers a series of questions. For example, the letter asks:

Can you show housewives that home baking is easy, fast and cheap? Can you attract them with "fresh, mouth-watering posters of home baked foods every month"? Can you secure and retain the willing cooperation of the retailer in putting flour "up front" in an attractive display that sells home baking? Can you wake up your jobbers to the facts on the value of flour to their overall profit picture? Can you give your own sales organization a lift with a "complete, practical, low-cost, year-round program that keeps sustained selling pressure behind your flour?"

"You can," Mr. Buhler declares, "as a member of the Grocery Products Sales Council."

Plans call for the promotion to be carried out in the South and Southeast by family flour millers joining the council.

In his report, Mr. Buhler also points out how the council plan was used by one mill to reach flour buyers at the recent Cincinnati convention of the U.S. Wholesale Grocers Assn. The Yukon (Okla.) Mill & Elevator Co. showed wholesalers an exhibit, including a "Home Baking Center," which was voted the "best of the show," Mr. Buhler said. Many wholesalers, he added, asked to take part in the GPSC program.

One of the aims of the sales council plan is to improve family flour displays and win merchants to use of Home Baking Centers placed in good traffic spots—in boosting family flour and related item sales.

The display, it was pointed out, showed wholesalers the profit possibilities in flour and related items for home baking.

Further Drop Shown in Food Marketing Costs

WASHINGTON—Charges for marketing farm foods in the "market basket" decreased 2% from an average annual rate of $326 in January to $319 in February, the U.S. Department of Agriculture reports. This was the third consecutive monthly decline in the total charges for assembling, processing, transporting and distributing foods in the "market basket."

As a percentage of the retail cost of the foods, marketing charges dropped from 53 to 52%.

The charges, USDA said, were lower for all major commodity groups except fruits and vegetables, for which there was an increase of less than 0.5%. An 8% decrease for meat products accounted for much of the overall decline.

(The "market basket" contains quantities of farm food products equal to the 1935-39 average annual purchases per family of three. However, its retail cost is lower than total costs of current consumption of all foods because it does not include foods of non-farm origin and does not allow for the currently higher level of consumption and other factors.)

Marketing charges for all the foods in the basket were $1 lower in February, 1950, than in the same month in 1949 and were the lowest since March, 1948. For bakery and other cereal products, there was a slight increase—less than 0.5%.

At prices prevailing in February, 1950, foods in the market basket cost $612 on an annual rate basis, compared with $615 a month earlier. The retail cost has dropped each month since September, 1949.

The net farm value of the foods rose from a rate of $289 in January to $292 in February. This increase followed a rise of about 1% between December and January. The farmer's share of the dollar spent by the consumer for foods in the market basket rose from 47¢ to 48¢ between January and February.

Grocery Industry's National Advertising in Newspapers Gains

NEW YORK—National advertising by the grocery industry in newspapers in 1949 increased 8.6% over the dollar total for 1948, according to a report issued by the Bureau of Advertising, American Newspaper Publishers Assn. The industry's total national advertising investment in newspapers in 1949 was reported at $112,-865,000, compared with $103,568,000 in 1948.

Among the spectacular gains noted in grocery sub-classifications was the one scored by baking products. The total for such products was up 26.7%, reflecting the rise in selling effort for baking mixes, the bureau said. Advertising of miscellaneous beverages jumped 50.8% with a strong drive on for sales of the new quick-frozen concentrated fruit juices, the report added.

National advertising of groceries continued to run far ahead of other classifications, the bureau pointed out, although the second-ranking automotive advertising increased 44.8% over 1948 to a total of $85,-856,000.

National advertisers' total investment in newspaper space, including all classifications, climbed in 1949 to a fourth consecutive all-time high of $445,015,000, the report said. This, the bureau added, represents a 14.3% gain over 1948 and puts newspapers ahead of magazines, which had ranked on a dollar basis as top national advertising medium since 1942.

Market Research Finds

Most Food Purchases Based on Decisions Made in Store

CHICAGO—Continuing surveys show that 66.6% of all food purchases in super markets are based on decisions made while the shopper is in the store, E. I. du Pont de Nemours & Co., Wilmington, Del., reports. This represents an increase of 14.8 points over the store-decision percentage of 51.8 in a 1945 study, the Du Pont company points out in its report on a survey by its market research section.

The figures were featured in the company's display of cellophane, polythene film and other materials at the 19th National Packaging Exposition held recently in Chicago.

In connection with the report, Du Pont said orderly displays of merchandise in expanding super markets are becoming more and more competitive as self-service shopping alters food buying habits. And in view of a sharp trend to point-of-sale decisions, Du Pont pointed to the importance of packages in attracting attention, creating interest, arousing desire and getting action.

Of the nearly 2,000 shoppers interviewed in key cities from coast to coast during the market study, 65.3% keep their shopping lists in their minds and 8.5% carry partially written lists, Du Pont found. Planned purchases were learned from a shopper entering a store. In a second and surprise interview, the shoppers' purchases were checked at the cashier's register. Sixty-four classifications of purchases, including 15,873 items, are listed in the study.

As an example of the survey results, the company pointed out that shoppers' decision in the store govern the buying of 91% of the cake sold. Other high store decision figures include macaroni products, 67.4%, and cookies and biscuits, 89.1%.

The magazine grand total for the year, including general and farm magazines, was given as $40,785,042. Total national advertising on radio and television was estimated at $376,400,329.

FOOD TRAINING INCREASES

WASHINGTON—A total of 7,730 persons took courses in food store operation under the federal distributive education program during the year ending June 30, 1949, according to a report from the Business Education Service. This represents an increase over the total of 3,121 persons during the previous year.

NAWGA TO EMPHASIZE SELLING AT MEETING

NEW YORK—The general keynote of the National-American Wholesaler Grocers Assn. mid-year meeting, to be held June 5-6 in Chicago, will be "Accenting Selling," association officials announce.

Industry leaders will direct discussions on several subjects coming under the general theme. The program will be rather informal in nature, it is pointed out.

Many of the most aggressive merchandisers in the wholesale field will be among those present at the meeting, which will take place at the Blackstone Hotel, NAWGA said.

Young Farmers Favor Present Food Business System, Survey Shows

NEW YORK—Returns in a farm panel survey conducted by the Grocery Manufacturers of America, Inc., indicate that a large majority of the young farmers who are members of the panel are emphatic in their support of the present business system.

According to Paul S. Willis, president of GMA, "America's young farmers apparently agree that the size of a business concern is not important so long as that concern renders a valuable service to the majority of the people and operates within prescribed laws."

Among the questions asked of more than 400 panel members, three related to the size of food manufacturing concerns and the markets they create for farm crops. Of those replying, 84.6% stated that bigness in the food manufacturing business is beneficial to farmers.

The young farmers were even more decided in the opinion that markets for their crops would be worse if government owned and operated manufacturing firms should be substituted for the privately owned concerns which now exist. On this question, 91.5% voted preference for the present system.

BIG ATTENDANCE SEEN FOR SUPER MARKET CONVENTION

CHICAGO—Attendance at this year's Super Market Institute convention, to be held May 14-18 at the Stevens Hotel, may outstrip the estimated total of 4,000 operators, food manufacturers and other persons in the food industry who attended the 1949 meeting, institute officials say.

Registration has been reported heavy, and exhibit space has been sold out for some time.

Business sessions will open May 15, and the four-day program will include talks and demonstrations.

The Flour Distributor's Viewpoint . . . by Wayne G. Martin, Jr.

PROGRESSIVE wholesale grocers are thoroughly aware of the fact that the future success of their own businesses is closely associated with the trend in the independent retail grocery field. If the latter is not successful, there is no opportunity for wholesale grocers to forge ahead. Consequently, wholesalers must do everything they can to help their customers compete with other types of food distributors, such as chain stores and super markets.

Good wholesalers are operating efficiently so that they can serve their customers at a price which enables them to compete with other distributors, and they are also offering retailers merchandising and advertising assistance which they could not obtain otherwise.

Furthermore, wholesale grocers should know what brands of flour and other foodstuffs are in the greatest demand in the areas they serve and help their customers cash in on this buying desire. The only means by which wholesalers can protect their own position is close cooperation with their retail customers.

SELECTIVE DISTRIBUTION — A great deal has been written about selective distribution in recent years, aand it is something that wholesale grocers and other flour distributors should follow to the best of their ability. Without this type of merchandising, much lost motion results, capital is tied up needlessly and sales volume is curtailed.

For instance, it is estimated that 20% of the retail grocery stores of the country do 67% of the business and that 60% of the stores do 95% of the business. Obviously, wholesale grocers who concentrate their sales efforts on the type of retail stores which do the greatest volume of business will have a larger outlet for their products than those who have more but smaller accounts.

Other factors also must be taken into consideration. Stores in certain areas may have a heavier demand for flour than those located elsewhere, and they should be cultivated for the sale of that product. In other words, wholesale grocers should use selective selling in choosing the best kind of retail outlets for their businesses and in selecting certain neighborhoods for pushing the sale of different products.

A LACK OF VISION—Recently a speaker addressing a group of super market operators bluntly declared that "loss leader selling means that you are bankrupt of merchandising ideas." We could not help but think that his remark would have been even more pertinent at a gathering of wholesale grocers and flour jobbers. Almost from their inception it has been the habit of super markets to offer loss leaders, but the independent food distributing business was never founded on such a basis.

Any wholesaler or retailer can offer flour and other food products at less than cost. That is not selling and requires no business ability whatever. It is a certain way to business failure. It does not even guarantee increased volume, for some competitor is bound to make a lower quotation, and the dog fight is on.

On the other hand, intelligent merchandising builds a permanent business. Quality and service are emphasized rather than price. Wholesalers who present such ideas to their retail customers are performing a sound service which should help build sound businesses. At least it is a far better merchandising approach than price wars.

MERCHANDISING IMPORTANT—As every wholesale grocer and flour jobber knows we are in a period of keen competition for sales volume. There is every reason to believe that this situation will exist for a long period, barring unexpected changes in the world's economic position. This is a fact which must be faced frankly by all distributors.

Accordingly, there is a tendency among many wholesale grocers to examine their merchandising activities more closely to see where they may be improved. Unfortunately, this does not seem to be true of strictly flour jobbers, who in many markets are continuing along their old ways of price competition.

For many years jobbers of all types of food operated on the basis that sharp buying was the key to success. If they could buy flour or other foods at a distress price level, thereby underselling their competitors, they thought they were successful operators.

There is a growing realization of the error of this policy. No distributor has a monopoly on cheap buying, and sooner or later he is confronted by a competitor who has outdone him in this respect. However, good merchandising, good service and market help for retail customers can be developed by any distributor to a point where it is difficult for competition to meet it. That is the marketing answer for flour distributors.

Summer Baking in Farm Homes Studied

LINCOLN, NEB. — The average farm family surveyed by the Nebraska Farmer in a study of summer baking purchased 14½ lb. flour during a typical summer week and baked 3½ loaves of bread as well as rolls, cakes, pies, cookies and other items, the magazine's research department reports.

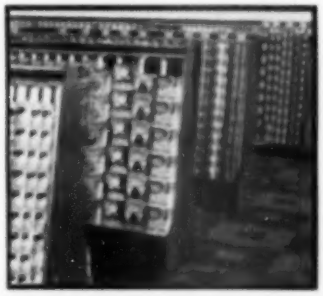
The report was based on records of baking and flour purchases kept by 100 Nebraska farm families for four weeks in August and September.

Reports of unit sizes purchased showed 79 families buying 50-lb. units, 39 families buying 25-lb. units and 6 buying 10 lb.

In the first week of the four-week period, 38% of the housewives surveyed bought 50-lb. units, 13% purchased 25-lb. units and 1% bought 10 lb. For the other three weeks, the percentages buying 50-lb. units during a week were 12-15, or considerably less than during the first week. Percentage buying 25-lb. units were 8-10 and 10 lb., 1.3.

A report on what the average family baked in a typical summer week showed the following (only those specified items were asked to be reported): 3.5 loaves of bread, 12.7 rolls or biscuits from bread dough, 2 yeast raised coffee cake, 7.1 other yeast raised rolls or biscuits, 6.6 baking powder biscuits, 2.6 muffins, 1 quick breads, 1 cake from all purpose flour, .5 cake from cake flour, .4 cake from ready mixes, 2.2 pies, 20.9 cookies, 2.8 doughnuts and .1 meat pie with dough or batter topping.

The study also showed percentages of farm families baking each specified item in each of the four weeks. These percentages by weeks ranged as follows: bread, 62-68; rolls or biscuits from bread dough, 46-57; other yeast-raised rolls or biscuits, 24-32; yeast-raised coffee cakes, 9-12; baking powder biscuits, 28-33; muffins, 15-18; quick breads, 7-9; cakes from all-purpose flour 57-69; cakes from cake flour, 29-40; cakes from ready mixes, 19-33; pies, 70-81; cookies, 41-47; doughnuts, 5-10, and meat pies, 5-13.



NEW SHELVING—Thorofare Markets, Pittsburgh, has installed new shelves as pictured above. The upright, slightly tilted shelves permit vertical stocking of canned and packaged goods.

MORE WHOLESALER HELP FOR RETAILERS URGED

EDGEWATER PARK, MISS. — Wholesale grocers have a "golden opportunity to bring new life into retail selling" and to increase their volume and profits by offering aid and assistance to the retailer in his many problems, the Mississippi Wholesale Grocers Assn. was told at its annual convention.

Francis B. Comer, vice president, Cupples Co., St. Louis, said many wholesalers are not taking advantage of opportunities to help retailers and bring greater success to their own enterprises through such help.

Citing various cases turned up in marketing research, Mr. Comer urged wholesalers to assist retailers in display work, advertising, financing and planning, pricing, stock control, credit and bookkeeping.

POLICE STATE AGRICULTURE IN FULL FLOWER—One of the best commentaries we can think of apropos the futilities and absurdities of certain aspects of government control of agriculture is to be found in the following news item from a recent issue of the Kansas City Star:

"Until he started getting official frowns recently from the U.S. Department of Agriculture's Production and Marketing Administration, Clarke S. P. Bunting wasn't much impressed with those two scraggly rows of corn he grows on his six-acre farm one mile east of Peculiar, Mo. He had thought that nobody cared about his unambitious crop except maybe Red Devil and Star, his personal riding horses.

"The corn—both rows of it—was never intended by Bunting to be a cash crop. True, he had planted it in the full-flowering spirit of agricultural free enterprise. But all he had in mind was to help out a smidgeon on the feed bill for his brace of mounts. The harvest from two rows of corn doesn't provide very many brunches and suppers for a couple of undainty eaters like Red Devil and Star.

● **No Horseconsciousness**—"As far as Bunting has been able to glean from its communications, the Production and Marketing Administration at Harrisonville, Mo., isn't interested in his horses, splendid beasts though he knows them to be. All the Cass County PMA setup seems to want to know about Bunting's pygmy-dimensioned farm is how much corn he produced there in '47, '48 and '49.

"A mimeographed message on a penny postcard received by Bunting in mid-December asked for this information. It was referred to as necessary to determine a corn allotment for his farm this year.

"Being more interested in seeing that Star and Red Devil were made comfortable for the winter than he was in getting set for a government loan on the crop heretofore reserved for them, Bunting neglected to visit the office at Harrisonville as directed. This oversight did not go unnoticed.

"Early this month Bunting recovered in the mail what he considered to be a gentle rebuke. Noting his farm number to be a 18-83 and addressing him as 'Dear Co-operator,' this second postcard read:

"'The farm work sheet for the above farm has been returned to this office unsigned.

"'In order to receive the benefits offered under the 1950 ACP program, farm work sheet must be signed on or before Feb. 1, 1950.

"'We want our county to make the best possible showing for participation in the program. Please come to the county office before the closing date. Bring this card with you. Office closed on Saturday.

"'Yours very truly,

"'E. W. Blayney, Chairman—Cass County PMA.'

● **Agricultural Outlaw**—"But Bunting says that he guesses he's just a renegade as far as PMA is concerned. His daytime duties as a hardware company executive in Kansas City and his chores on the farm the rest of the time have kept him from dropping by Blayney's office with the summoning card.

"He wants Mr. Blayney to understand why he hasn't shown up and also that he isn't mad at the Department of Agriculture, just amused by its penchant for paper work. Being an old army man himself, Bunting knows all about paper work. As a matter of fact, Bunting might have found the time to get straightened out with the PMA some Saturday afternoon if its Harrisonville office, like every five-day functioning arm of the federal government, did not lock its doors on Saturdays.

"But then Bunting figures it's just as well that he won't have his farm work sheet filled out on or before the deadline next Wednesday. Red Devil, a onetime cavalry horse at Ft. Riley, Kansas, and Star, whose background is strictly civilian, need lots of corn. And Bunting has hugged a certain amount of satisfaction out of being able to save perhaps one twenty-fifth of his steeds' upkeep costs by feeding them all of his home-grown corn.

"Besides, Bunting doubts that government loan on his corn would give him much of a financial lift. He's heard that a cut on the acreage allotment will be in effect this year. That would require trimming his two 60-foot rows to 49 to about 48 feet, double-planted.

"With production reduced that low, Bunting says he would feel more like a rural gardener than the corn farmer he now fancies himself to be. So, if growing conditions are good again this year, Star and Red Devil will be sticking to the diet that has kept their hides glossy and their ribs inconspicuous."

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THE COVER PICTURE shows one of the more interesting of the infinitely varied patterns resulting from strip cropping and contour cultivation. The photograph was made from the air over a Texas wheat field. The bands of a close-growing vegetation (light areas) on the contour make a protective cover for the soil, while contour-planted row crops form small dams across the slope to hold moisture and top soil.

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CORN LAW RHYMER—The citizens of Sheffield and Rotherham in Yorkshire, England, hardy miners and steelworkers, have recently observed with that quiet ceremony so typical of deep feeling Northerners, the centenary of the death of the great Corn Law Rhymer, Ebenezer Elliott. He was born at the New Foundry, Rotherham, March 17, 1781, and after working in Sheffield died at Great Houghton Dec. 1, 1849.

In his poems Elliott denounced the "Lords of Dear Bread," the "tax fed drones" and the "palaced knaves" for their refusal to abolish the protective tariff on corn.

Keenly interested in politics, Elliott obtained some reputation as an orator as well as a poet when he stumped the country declaiming against the iniquitous tax which kept bread out of the mouths of the poor. He was the mouthpiece of social injustice in 19th century Britain, and his influence still remains in south Yorkshire. To this day children are told of the greatness of this champion of the poor and oppressed. In that age of bitterness men ate hogfood and horsebeans for want of bread. Mothers made bran dumplings for their children and scavenged potato peelings in garbage heaps for want of bread. Men died for want of bread.

The corn laws provided a cradle for modern socialism in Yorkshire because old memories are a long time adying. Workers were exploited for the benefit of men made rich by the Industrial Revolution, and though England became great in the process, the cost in suffering and in life itself was heavy. One rhyme, published in 1831 bears witness to this.

Child, is thy father dead?
Father is gone!
Why did they tax his bread?
God's will be done!
Mother has sold her bed:
Better to die than wed!
Where shall she lay her head?
Home we have none!

Father clamm'd thrice a week—
God's will be done!
Long for work did he seek,
Work found he none.
Tears on his hollow cheek
Told what no tongue could speak:
Why did his master break?
God's will be done!

Doctor said air was best—
Food we had none;
Father, with panting breast,
Groan'd to be gone.
Now he is with the blest—
Mother says death is best!
We have no place of rest—
Yes, ye have one!

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The U.A.W. Worker gives us this example of how to deal with an employer when he isn't putting your convenience and comfort first: "In Lima, Peru, three union pastry makers objected vainly to a rush job which required them to stay overtime to make several hundred tarts and cookies ordered for a banquet of the city's most reactionary employers. Although the pastry got to the banquet on time, all the scheduled speech-making had to be canceled and the three workers were arrested. They had loaded every one of the tarts and cookies with alum, and all the employers could do after the banquet was finished was to sit there—looking silly and puckered up."—U.A.W. Worker points no moral. It is merely amused.

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THE THANKFUL MILLER

He sang a song unto the Lord
In praise of wheat—
Its tender shoot, its bending stalk,
Fulfilled, complete.

He sang a song unto the Lord
For wheaten loaf—
Sustaining food for you and me,
For king and oaf.

He sang a song unto the Lord—
Such was his way—
His work a prayer, his prayer a song,
For this, his day.

Sadie Fuller Seagrave.

"As to competition," said Old Dad Fetchit of the Fish River Roller Mills, "I favor fighting but without calling names. Now, the other day a salesman from a mill over no'th a ways was into Stone's Grocery and let out to Pap Stone that 'Fetchit's Pride' was crooked and I personally wasn't nothing but a moon-shining old hill billy. It happens that Mis' Stone was originally a Fetchit, so when Pap had got about all he could stand he jes' lit in and cleaned the young feller up. After they was pried apart, the visitor allowed right out that he'd sure had a painful lesson in politeness."

EDITORIAL

INEFFICIENT AGRICULTURE?

A WISCONSIN farmer, who asks us not to mention his name, read what we had to say on this page recently about the inefficiencies of agriculture. He was moved to object. The problem does not, he said, involve what we called the inefficient fringe of farming, for in his opinion all farming in this country is inefficient. His inference, therefore, is that we must accept that situation and put agriculture on a permanent price dole.

Our critic goes to even more doleful lengths than this in his gloomy prophecies for agriculture. He says we are riding hell bent for the Brannan plan, under which "in less than five years all farms will belong to Uncle Sam, and they will be worked by tenants-at-will" (meaning farmers who continue to vote right and take their operating orders from Washington). In fact, he concludes upon an even more dismal note: "The Brannan plan is Communism."

In developing his thought that the alternative is to accept agricultural inefficiency as is — and subsidize it from the public treasury—our correspondent makes some caustic remarks about the colossal but futile efforts of government to tell farmers how to till the soil successfully. He says:

"There are 186,000 farms in Wisconsin averaging 100 acres in size. There are 70 counties and 70 county agents—with staffs. One county agent has 65 people on his payroll. Then we have the College of Agriculture at Madison and a huge staff of every kind of professor in agriculture and a huge state and U.S. department of markets, with swarms of inspectors, state and federal, a radio station and huge mail bombarding us, telling us to produce more efficiently—but not one of the so-and-so's is working on a farm."

Grass roots opinions of the kind expressed in this letter, though they may not contribute much to ultimate solution of the farm problem, at least lend support to the widespread and growing conviction that all the vast effort that has been made to date toward reaching such a solution has resulted in futility, and that the further we go with this phase of the Police State design to substitute governmental planning for economic experience the deeper is our folly.

• • •

IN PRAISE OF ADVERTISING

WE flatter ourselves that no one who reads these lines really needs a pep talk on advertising. And yet it occurs to us that, purely as a matter of reader interest and service (we would not for the world seem on this page to be attempting to sell advertising space!), we might be doing our best all-round deed of the day by reprinting here some unusually well expressed thoughts on advertising which have appeared recently in a pamphlet issued by the Advertising Federation of America—a biased group, obviously, but one that ought to know what it is talking about. Here we are (slightly amended, annotated and rearranged):

It is estimated that in 1948, $4,800,000,000 was spent on all forms of advertising in this country—or about $30 for every man, woman and child. Nine firms spent more than $10 million and 125 companies more than a million each. But a major part of the expenditure was made by the many smaller advertisers—retail stores, specialty shops, realtors, auto dealers, the rest of the three million business enterprises [some hundreds of which are represented in the columns of this journal], and even by individuals.

The nation's advertising budget is big, but it is only 1.8% of our gross national income and about 1% of the total volume of all sales transactions. And why do we need to spend this amount of money? Because our prosperity depends on our mass production of goods. These products must be sold for mass consumption or use—or production will have to be curtailed. In our country of magnificent distances and large population, advertising is a necessary sales and distribution tool. It informs people quickly about goods and the brand names of goods and helps them to buy efficiently. To sell the same volume of goods with personal salesmen and no advertising would greatly increase the selling expense. This would add to the ultimate cost to the consumer.

But does not advertising add to the cost of the goods advertised? In some cases, yes, but in most cases, NO. Obviously all marketing expense (including advertising) must be included in the sales price. But to sell goods without advertising almost always costs more than to sell them with the aid of advertising. Moreover, advertising by increasing the sales of the product often enables the manufacturer to lower the unit cost of production and thus to sell the articles more cheaply. In the long run, advertising usually helps to lower the sales price.

Sometimes—though rarely—an unadvertised article can sell for less than an advertised article. The advertiser has the advantage, if his policies and prices are right, of developing, through advertising a larger volume of sales and of being able to cut his cost per unit through mass production, made possible by the larger number of sales created by advertising.

Often the claim is made that "we save by doing no advertising and pass the saving along to the customer." But this usually isn't true. The cost of advertising per unit is too small to make any particular difference. And if the seller doesn't advertise, he has to use some less efficient, more costly method of telling about and selling his goods. Usually, the claim covers up an attempt to sell lower quality goods at a higher profit to the seller than he can get on advertised goods.

Whom does advertising benefit? Three groups particularly: A. The consumer, who would be put to great trouble and loss of time in finding what he wants if there were no advertising and no well-known brands. B. The business man, for whom advertising cuts selling cost, speeds up turnover and increases sales. (Without advertising we could not, indeed, have the kind of business man and the kind of business practice essential to our present business economy.) C. All of us who work for a living. Advertising is the spark plug of our economy. It helps make mass distribution possible, and that in turn calls for mass production. Mass production and distribution together employ most of us. And they generate the prosperity on which all of us depend.

It would take a large volume to contain all the songs that could be sung in praise of advertising. A big hymn book, indeed! And we like to think that all of our readers know at least the most familiar of the tunes and have already joined in the chorus.

• • •

Management has the task of convincing workers that increased productivity is in their own self-interest—as they produce more they can have more, and their real wages will be higher. But management will get nowhere if certain labor leaders continue to preach the economic heresy of more pay for less production. This siren song can only lure labor as well as capital to a break-up on submerged rocks. There will come a day of monetary reckoning.—Harry A. Bullis, chairman of the board, General Mills, Inc.

NEW KIND OF CROP CONTROL

SCIENCE has done wonders in making the soil yield up its food treasures. Now it has another big job to do for agriculture and for the national foodstuffs economy. It can save crops as well as grow them.

Insect damage to stored grain is enormous. The Food and Agriculture Organization made a survey in 1946 which indicated that a loss of approximately 10% of the world's annual production of cereal grains, pulses and oil seeds is caused by insects, rodents and mold fungi. Losses in some of the 27 countries reporting (Russia not among them, of course) ran as high as 34% of the production of wheat, corn, rice, barley, oats and rye. Expressed in bushels of 60 lb. the loss reaches the staggering total of more than a billion. But many countries reporting did not show damage in farm storage, and FAO estimates of total world damage to cereals, pulses and oil seeds, including loss on the farm, run as high as two and a half billion bushels. The caloric value of this quantity of food would supply a major part of the diet of 360 million adult persons for a year, or would appreciably supplement the diet of at least one billion adult persons whose diet is now deficient.

In the U.S., FAO researchers indicate a 14% annual infestation loss to wheat, rice, corn, barley, rye and oats, or roughly 600 million bushels worth well over a billion dollars at current prices. Farmers are not fully aware of this havoc, much of which occurs while the grain is in their possession.

Unhappily some of the effects of this persistent and often rapidly multiplying contamination go beyond even the processing stage, in spite of the processor's best effort, and this not only widens the area of loss but creates a pure food problem. Until recent years government has been content chiefly with attacking the grain weevil at this end of the chain only. It did not go to the source.

Prevention of losses caused by insects is the first and most important step toward fulfilling recommendations made to the Department of Agriculture by committees named under the Research and Marketing Act of 1946 by the secretary of agriculture, and protection of grain and seed from insects now has high priority in government aids and agricultural education.

Meantime, on the pure food side of the matter, the Food and Drug Administration has begun research studies of what may be done to control insect infestation of wheat and corn not only at the point of processing but at all stages of grain storing and handling. The results of this research unquestionably will be to fix upon the grain grower, the grain handler and the grain carrier a large responsibility. It is gratifying to observe on the part of individuals in these groups some willingness to accept or at least to examine this responsibility. Much more gratifying, however, is the governmental attitude, which now discloses a broader conception of the problem than was apparent in recent years of preoccupation largely with an occasional sack of weevilly flour and little or no perception of the weevil in the grain bin.

On the side of preserving the nation's food resources there is a certain inconsistency. This need not concern us here, however, since it is wrapped up in larger and more complex problems and philosophies. Science has given us larger yields, and thus has contributed to the surplus problem. Now science will aggravate the matter further by conserving the surpluses. It is like the doctor who must conform to the traditional principle of saving a life no matter how worthless it may be. But we do not wish to seem facetious about either the doctor or the agricultural scientist. Nature has put the waste of disease in the body and the waste of the weevil in the wheat, and these are moral challenges man cannot escape.

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO—A subject that is receiving a good deal of interest at the present time is whether the Canadian farmer should cut his wheat acreage from the 27 million acres planted last year—and whether he will or not.

On Jan. 1, 1950, Canada had still available for export 217.8 million bushels to be marketed as wheat and flour by September. Canada has been shipping annually 200 million bushels under agreement and would like to ship more.

But for the difficulty about dollars Canadian farmers would not need to worry about markets for their wheat or other farm produce. However, other nations are back in the exporting game and importing nations are trying to grow as much wheat themselves as possible in order to save their dollars for other commodities. Another important element is the price.

As C. D. Howe, minister of trade, put it in his speech in the House of Commons April 20, we are passing from a seller's market, where nations were clamoring for Canadian wheat, to a buyer's market, where there is not likely to be a shortage of supply and nations are shopping around for the best price.

According to the Canadian Grain Journal continued surveys have strengthened indications that thousands of southern Alberta farmers are planning to increase their wheat acreages over 1949 despite appeals to reduce the 1950 wheat acreage by 20% from last year. However, some large-scale farmers are contemplating drastic reductions and plan to curtail their wheat operations in some cases and in others to abandon wheat entirely for this year.

Many large-scale wheat farmers have been carefully regulating their marketings from year to year to avoid excessive income taxes, and thus their stocks of wheat have been steadily growing. Now they are faced with two major problems. In the first place, they have their binned wheat to worry about. If they keep it they will have to sell it at a lower price and might get hit by delivery quotas. If they deliver the wheat during the present crop year they will get the higher price but most of it will go for income tax.

FARMERS WELCOME BRITISH EXPORTS

While Canadian automobile manufacturers are worried about the invasion of British cars and trucks, the Alberta Wheat Pool says the farmers in western Canada are pleased at the increase of British exports to this country. They know that this is the only method whereby Britain can pay for imports of wheat, bacon and other Canadian food products. If we do not buy British goods we cannot sell our wheat to Britain, they say.

Canadian sales to Switzerland in 1949 were up 56.5% from 1948. Switzerland's foreign trade during 1949 was characterized primarily by a 24% reduction in the value of total imports as compared with 1948. Imports of foodstuffs in 1949, however, were quantitatively 8% higher than in 1948. There was an increase in purchases of wheat, barley, corn and oats. In respect to wheat, Canada and the U.S. replaced Argentina as the sources of supply. In the 12-month period ended December, 1949, Switzerland took 9,514,436 bu. Canadian wheat and 93,740 bbl. Canadian flour.

Regaining of Scandinavian Flour Market by U.S., Canada Doubted

LONDON — Whether Denmark, Norway and Sweden will ever become major importers of North American flour again is a matter of conjecture in trade circles.

The market was formerly shared between the British and American millers, and it would seem from current British activity that they at least have some hopes of regaining those markets some time in the future. At the moment the British milling industry is not allowed to export flour since its manufacture would necessitate the expenditure of scarce dollars in Canada and the U.S. on wheat, for which only sterling repayment could be obtained.

May Get Dollars

If, of course, the British could find a market for their flour in Germany, the position would be different because the German indebtedness to Britain might have to be settled in dollars. While the possibility of this seems remote at present it is not, according to some informed traders, beyond the bounds of possibility.

The Danes recently took 3,000 tons of flour from the U.S., but whether this deal will be repeated next year is by no means certain. The Danish milling capacity is adequate for the country's requirements, and no imported flour is needed.

In Norway, all trade is controlled by the state grain monopoly, which has been the sole buyer since 1915 with the exception of the two years 1927-29 when there was a period of free trade. In prewar days Norway imported between 35,000 and 40,000 tons of flour annually of which somewhere in the region of 10,000 tons came from European countries, the balance coming from the U.S. and Canada.

Observers in Norway believe that the state grain monopoly will continue its activities for the present at least and it may, indeed, be extended to take in control of the feedstuffs trade. A scheme was recently placed before the legislature, and though interested traders made vigorous protests state monopoly may be imposed. If so, the hopes for free trade in wheat and flour will be dashed.

Sweden has not imported flour for a number of years because her agricultural production is sufficient to cover requirements. According to an official report, the volume of Swedish agricultural production in 1948-49 exceeded the mean volume of production in the period 1929-40 by 6%. During the past two years, however, the domestic consumption of flour has risen considerably while that of potatoes has decreased.

CANADIAN WHEAT, FLOUR EXPORTS SHOW INCREASE

WINNIPEG — March overseas clearances and U.S. imports of Canadian wheat totaling 11,200,000 bu. were 3,300,000 bu. over February clearances, although below the 14-million-bushel total for the same month last year and the 10-year March average of 13,600,000 bu.

During March 797,845 bu. Canadian wheat were reported milled in bond in the U.S., and 166,281 bu. entered the country duty paid for domestic consumption. Canadian wheat exports of 116,100,000 bu. for the current season to date are 13,900,000 bu. above the 1949 total.

Export clearances of Canadian wheat flour for March totaling 3,600,000 bu. were up slightly from February shipments of 3,300,000 bu. and equaled exports for the same month last year but fell short of the 10-year March average of 4,560,000 bu.

Foreign shipments of oats, barley and flaxseed showed moderate gains over February exports.

March clearances of rolled oats and oatmeal, equivalent to 146,740 bu. oats, represented the heaviest monthly exports of milled oats products for the current season.

SHIPMENTS OF GRAIN FROM VANCOUVER DIP

VANCOUVER — Grain shipments from this port in April were down slightly from the previous month but up to the average for the season. Clearances were 4,460,418 bu., against 4,587,636 bu. in March. New Westminster last month shipped 201,600 bu. to bring the British Columbia total to 4,662,018 bu., compared with 4,667,703 bu. in March.

Export shipments from this port for the crop year to April 30 were 45,359,145 bu., compared with only 34,970,744 bu. in the same period last season. The movement this season includes 30,350,843 bu. to the U.K.-Continent, 2,800,613 to the Orient, 1,711,762 to Central and South America and 10,495,927 to other countries, mainly Egypt and South Africa.

The breakdown of Vancouver exports in April was as follows: U.K.-Continent, 2,435,895 bu.; Japan, 350,933; Central and South America, 209,750; Egypt, 369,600, and South Africa, 1,094,240 bu.

ACQUIRE SHIPPING AGENCY

TORONTO—F. C. Thompson Co., Ltd., has announced the acquisition of the shipping agency of Pope & Talbot, Inc., operating from Vancouver, B.C., to Balboa, Curacao, Puerto Cabello, La Guaira, Trinidad, Rio de Janeiro, Santos and Buenos Aires. The firm has facilities for making space reservations expeditiously for shippers interested in shipping through the port of Vancouver to these Caribbean and South American ports, it is pointed out. When sufficient inducement offers, Barbados, Ciudad Trujillo and Montevideo will be included in the ports served.

WHEAT STOCKS LISTED

WINNIPEG—Stocks of Canadian wheat in store or in transit in North America at midnight April 20 amounted to 129,130,800 bu., as compared with 131,765,000 a week earlier, and 120,768,700 on the corresponding date last year. Deliveries of wheat from farms in the prairie provinces during the week ending April 20 totaled 1,431,600 bu., as compared with 2,787,100 a year ago. The cumulative total for the period Aug. 1 to April 20 amounted to 262,926,000 bu. as against 260,342,100 in the similar period of the preceding crop year.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—A new process evolved by the Swiss is arousing interest in European milling circles. It is understood that under this system the whole grain, except the bran is recovered. In other words, all the germ, protein, phosphorus, fat, mineral salts and vitamins are saved. The resulting flour yields a dark colored bread similar to wholemeal bread, while the cost of milling is said to be 50% less than normal.

GERMAN IMPORT NEEDS LISTED

The German authorities are endeavoring to maintain a reserve of 600,000 tons of wheat, 250,000 tons of rye and 400,000 tons of feed grains. In order to achieve this result the government will have to import 750,000 tons of wheat, 150,000 tons of rye and about 1 million tons of feed grains between now and Aug. 1, 1950.

The current program indicates that by the time the deadline is reached the U.S. will have supplied 250,000 tons of wheat while Pakistan will supply a similar amount. France is to send 100,000 tons of wheat and 100,000 tons of rye, Sweden 20,000 tons of rye and Poland 150,000 tons of rye. In respect of feed grain the Mediterranean countries are expected to be capable of sending something in the region of 100,000 tons of barley while Poland will supply rye and the U.S. corn.

TURKEY CEREAL PRICES DIP

As a result of the recent large scale imports of wheat, corn and barley into Turkey, there has been another pronounced slide in the price of local grown cereals. It will be recalled that the 1949 harvest was insufficient to fulfil Turkish needs and imports had to be made to maintain supplies. The authorities are still continuing the embargo on the export of cereals and the position will be reviewed after the next harvest.

AGRICULTURAL TRAINING IN IRAQ

It is reported that the director general of agriculture in Iraq, Sayid Darwish al Haidari, who was his country's chief delegate at the recent Food and Agriculture Organization of the United Nations conference in Washington, has spoken of Iraq's need of financial assistance under any Point Four agricultural program for providing experts who would come

to Iraq in order to train local scientists to carry on experimental work. He also spoke of the need for Iraq to diversify her crops and mentioned that his department was encouraging forage crops in addition to bread grains.

PARISIAN MILL BEING REPAIRED

A mill well known to visitors to Paris is being repaired by the French Ministry of Fine Arts. The mill is situated in the Bois de Boulogne and was severely damaged during the American daylight raid on the Renault works April 3, 1943. The mill is all that is left of the buildings of the Abbey of Notre Dame de l'Humilite, which was founded in 1256 by St. Isabelle, sister of St. Louis. It was usual for European religious houses to have mills attached to their headquarters and there the villagers brought their crops to be ground, giving a portion for the use of the religious order. It was, in a way, compulsory and a form of tax.

CANADIAN BAKERS' GROUP HOLDS ANNUAL MEETING

TORONTO — The annual meeting of the National Council of the Baking Industry was held in Toronto April 5. Arthur May, executive secretary, spoke briefly on the subject of import controls and passed on the recommendation that the tariff on baking machinery be limited to 10% on machinery imported from the U.S. It was decided to ask the federal authorities not to include the use of emulsifiers or emulsifying agents as permissible ingredients in bread.

The new packaging regulations which were passed as of May, 1949, but temporarily suspended until qualifications could be made by the National Council were explained in detail by R. D. Whitmore, Department of National Health and Welfare, Ottawa.

W. A. Crandall, Foods and Drugs Division, Department of National Health and Welfare, spoke on the proposed enrichment of bread. It was suggested by this department that if bread were enriched it should be done by the use of vitamin-enriched flour plus a high content of shortening, milk solids and sugar. The council, in its original brief on the subject, said that if bread enrichment by vitamins were to be made mandatory in Canada it was felt that enrichment at the milling level would be most acceptable. Both Mr. Crandall and Mr. Whitmore agreed that from the viewpoint of inspection to insure that the maximum of vitamins went into flour batches, the mills would be the easiest point of entry. However, so far, the department has shown reluctance in accepting the views of the baking and milling industries that enrichment of bread has a definite contribution to make to the Canadian diet, it was pointed out.

AUSTRALIA LISTS PRICES IN DEAL WITH BRITAIN

LONDON — An official announcement by Australian authorities reveals the range of prices to be paid by Britain in connection with the recent deal under the International Wheat Agreement involving 600,000 tons of wheat and 100,000 tons of flour. Shipment is scheduled to start Aug. 1, 1950.

The price for wheat shipped in bulk to the U.K. has been set at $1.70 bu., f.o.b., and to the Mediterranean, west of Suez and the Persian Gulf, $1.75. Elsewhere the price is fixed at $1.80 bu. The flour has been sold at a price equal to $1.68 bu. of wheat.

The flour deal was made after the Australian Wheat Board, under pressure from millers whose plants were running short time because of the lack of export orders, had decided that extra efforts must be made to regain Australian overseas markets. Competition with the mills in the U.S. and Canada has grown acute during the past few years and some observers believe it will remain so because of the disadvantageous position in which the Australian millers find themselves as a result of the low price they have to charge for millfeed sold within the country.

This price, fixed by government decree, is half that received by North American millers. It is said that the Australian Wheat Board is selling wheat for milling into export flour at a lower relative price than it is receiving for wheat sold abroad as grain.

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Minnesota Makes Plans for Annual Meeting

MINNEAPOLIS—Plans are being arranged for the annual convention of the Associated Bakers of Minnesota, set for the St. Paul Hotel, St. Paul, May 22-23. Several nationally-known figures in the baking industry will be featured on the program, according to J. M. Long, secretary of the bakers' association.

The convention will get under way, following registration the morning of May 22, with a bakers' luncheon under the chairmanship of Alois Eibner, W. Eibner & Son, Inc., New Ulm. An allied luncheon will be held at the same time, under Ray O'Brien, O'Brien's Specialty Foods, St. Paul.

T. J. Mahlke, Mahlke Baking Co., Winona, president of the state association, will call the first business session to order at 2 p.m. May 22. Martin Olson, Bungalow Bakery, St. Paul, is chairman of the session, which will feature Walter Hopkins, Bakers of America Program, Chicago; Peter Olson, vice president, Bakery and Confectionery Workers International Union of America; George Horsch, Purity Baking Co., St. Paul; E. J. Sperry, Sperry Industrial publications, Chicago, and a production session of bakery servicemen under the chairmanship of A. J. Vander Voort, head of the Dunwoody Baking School and technical editor of The American Baker.

A cocktail hour under the sponsorship of the Minnesota Allied Trades of the Baking Industry will precede the annual banquet. Featured speaker at the banquet will be Stewart MacPherson, featured on Minneapolis radio station WCCO. Dancing and entertainment in the allied trades' cocktail lounge will follow the affair.

Meetings of retailers and wholesalers will be held Tuesday morning under Mr. Vander Voort. A joint luncheon of bakers and allieds will be held that noon, with E. T. LeMire, International Milling Co., Minneapolis, president of the allied trades, presiding.

J. M. Tombers, Purity Baking Co., St. Paul, is chairman of the afternoon session May 23. Walter M. Jennings, executive secretary, Associated Retail Bakers of America, is scheduled to speak, along with Dr. Edward L. Holmes, director of the department of sanitation, American Institute of Baking, Chicago, and P. A. Grau, Red Star Yeast & Products Co.

The allied trades' Hoo-Pee-Par-Tee is scheduled to wind up the convention the evening of May 23.

Canadian Wheat, Oats and Barley
Over 400 Elevators in Manitoba, Saskatchewan and Alberta
UNITED GRAIN GROWERS, LTD.
Winnipeg, Manitoba

CHARLES A. JENKINS LEAVES GENERAL POST

NEW YORK—Charles A. Jenkins, director of personnel of the General Baking Co., announced his retirement as of May 1.

Mr. Jenkins started with the company in 1910 as head bookkeeper at the Broad and Butler plant in Philadelphia. After serving as plant superintendent at the Philadelphia west plant, he was made plant manager at Wheeling, and later was manager of the Harlem River plant in New York.

In 1929 he was appointed manager of production of the company and served in that capacity until 1942. For the next six years Mr. Jenkins was in charge of all union matters as director of labor relations. Since 1948 he has been acting in the capacity of director of personnel.

PMA SCHEDULES MEETING ON PROPOSALS FOR SUGAR

WASHINGTON—The Production and Marketing Administration of the U.S. Department of Agriculture has scheduled a May 26-27 meeting of a U.S. Sugar Industry Advisory Group at Washington to consider proposals for an International Sugar Agreement preparatory to a meeting of the International Sugar Council at London June 19.

The U.S. industry advisory group is composed of representatives of sugar growers, processors, refiners, brokers, importers, consumers and the larger farm organizations. The group met at Washington April 17 to enable U.S. government officials to review with the industry the developments which have occurred to date in connection with agreement proposals and to outline future plans. Proposals of both the Cuban government and the U.S. domestic sugar industry were presented and discussed at the April 17 meeting.

The London meeting June 19 has been called by the International Sugar Council to decide whether a formal negotiating conference should be called to develop a new International Sugar Agreement to replace the agreement of 1937, whose operating provisions were suspended during World War II.

1951 CONVENTION SET BY TEXAS BAKERS

DALLAS—The 1951 convention of the Texas Bakers Assn. will be held in Dallas at the Baker Hotel April 29-May 1. The dates were chosen by the newly-elected officers and directors of the association following the close of the 1950 meeting in San Antonio, according to Mrs. Ed Goodman, office secretary, 1134 National City Bldg., Dallas 1.

HOUSTON PORT CHALKS UP 29% EXPORT GAIN

HOUSTON—Houston, the nation's second largest port in total commerce, registered a 29% gain in foreign trade during 1949, the highest percentage of increase among the nation's major ports.

An analysis made by the U.S. Department of Commerce reveals that the port of Houston jumped from sixth to third place in the nation in exports, passing both New Orleans and Galveston in this category.

Of the major ports, New York, Baltimore, New Orleans and Galveston all reflected declines in foreign trade for the year. Philadelphia, with an increase of 13% was the only other major port besides Houston to register an increase.

In the export tonnage, the port of Houston was outstripped only by New York and Baltimore. Galveston was fourth and New Orleans fifth.

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Lyon & Greenleaf Co., Inc.
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BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

Lloyd N. Case

LLOYD CASE APPOINTED TO N.W. ELEVATOR POST

MINNEAPOLIS—Lloyd N. Case of Denver will be the new secretary of the Northwest Country Elevator Assn., effective May 15, 1950. This was announced May 6 by L. J. Carlin, general manager of Peavey Elevators and president of the association.

Country elevator firms operating in Minnesota, North Dakota, South Dakota and Montana make up the membership of the association, which maintains headquarters in Minneapolis. Mr. Case will succeed Ron Kennedy, who becomes secretary of the Minneapolis Grain Exchange May 15.

Continuing a past arrangement, Mr. Case will also serve as secretary of the Minneapolis Terminal Elevator Assn., according to J. F. Mullin, Leval & Co., president of that organization. The two associations will continue to maintain a joint office at 1252 Grain Exchange Building.

K. D. EDDIE, OFFICIAL OF SUPERIOR MILLS, DEAD

OKLAHOMA CITY—Kamil D. Eddie, 55, one of the founders and chairman of the board of Superior Feed Mills, Inc., Oklahoma City, died in an Oklahoma City hospital May 3. Mr. Eddie suffered a heart attack at a wedding reception which he was giving in honor of his daughter a week ago. After entering the hospital his condition was complicated by pneumonia.

Kamil D. Eddie

Mr. Eddie had been a resident of Oklahoma City for about 50 years. He was born in Lebanon, Syria, and shortly after his birth his parents came to the U.S. and settled for a few years in Lake Charles, La. His father started a small retail feed establishment in Oklahoma City around the turn of the century and Mr. Eddie helped his father during his youth.

The family's business became a partnership in 1925 under the name of Superior Feed Mills, and many additions and improvements were made to the property.

IMPERIAL

WE KNOW that any baker who selects his flour with care equal to that we use in choosing wheat for IMPERIAL and VELVET flours will certainly be pleased with the baking results obtainable with those top quality brands. Our "grass roots" wheat selection program enables us to concentrate on wheats that have proved their baking merits. We can do this "grass roots" job because we are located in the heart of America's biggest wheat belt and we know our wheat growing neighbors.

The WALNUT CREEK MILLING CO. • GREAT BEND, KANSAS
T. H. SHERWOOD, Vice President and General Manager

For Over Fifty Years...
KING'S GOLD
KING'S BEST
GOLD MINE
EXCELSIOR
...Made in Minnesota
Minnesota makes the Best Flour in the World.
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MINNEAPOLIS, MINNESOTA

He who fails to maintain uniform standards of good value —is facing irreparable loss.
R. K. Peck
PERCY KENT BAG CO., INC.
Buffalo Kansas City New York

MOSTLY PERSONAL

F. J. FitzPatrick, vice president, Simonds-Shields-Theis Grain Co., Kansas City, has been selected to serve on the county grand jury during the May term in Jackson County. The interest of the nation is expected to be centered on the work of this group during the next few months because of the scheduled probe of gambling and other vice in Jackson County.

•

Elmer F. Huffman, sales manager, Kansas Milling Co., Wichita, is on an extended business trip to various points in eastern states.

•

A. Howard Shone was elected president of the National Assn. of British & Irish Millers in London recently. The new vice president is **Cecil A. Loombe**, a director of Ranks, Ltd.

•

Carroll K. Michener, editor of The Northwestern Miller, Minneapolis, and **Mrs. Michener** left recently on a vacation trip to Europe. After flying from Minneapolis to New York, they sailed April 28 for Liverpool. Mr. and Mrs. Michener will visit London and travel through England, Wales and Scotland before going to Holland for a brief stay. From there they will return to England and revisit London. They plan to sail June 10 for the U.S. and arrive in Minneapolis June 19.

•

E. O. Boyer, president, Sperry division, General Mills, Inc., San Francisco, was a recent New York Produce Exchange guest of **Gus Fleischmann**, flour broker.

•

W. V. VanSceyk, chief chemist for the Valier & Spies Milling Company of St. Louis, has returned from a three-week vacation spent at Pasadena, Cal.

•

Walther de Boer, accompanied by his foreign manager, **Heinz Krueger**, both of Hamburg, Germany, spent five days in London recently renewing acquaintance with business connections and members of the British import flour trade.

•

A. J. Oberg, sales manager, King Midas Flour Mills, Minneapolis, flew East last week to attend the funeral of Walter Noren, Philadelphia manager for the mill, who died suddenly May 4. **John A. Repetti**, manager at New York for the mill, also attended the services.

•

C. L. Fontaine, active in the millfeed jobbing business in Kansas City some years ago, visited friends in that city last week. Mr. Fontaine has served with the Economic Cooperation Administration in Korea for the past three years and previously was an ECA representative in Greece.

•

Herman Steen, vice president of the Millers National Federation, Chicago, was in Milwaukee April 29 to attend the wedding of his son, **Ronald**, to **Miss Elizabeth Ann Griffin** of Milwaukee. Ronald Steen is employed by the Stratton Grain Co., Chicago.

•

A dreary picture of the new wheat crop has been painted by **J. R. Martz**, Farmers Cooperative Commission Co., Hutchinson, Kansas, who toured the west half of Kansas and the wheat area of Colorado last week. In some sections west of Hutchinson, he said, there will be very light yields where anything is produced. Many fields, he said, have succumbed to drouth and greenbugs.

•

R. V. Hopper, sales director for the Valier & Spies Milling Company of St. Louis, has returned from visiting trade connections in Pennsylvania.

•

Guy W. Armstrong, president of the Hutchinson (Kansas) Bag Co. and **Mrs. Armstrong** left for Chicago recently to visit their daughter. Later they will make a three-week motor trip through the Northwest.

•

Karl W. Kurtz has been appointed director of the promotional program for progress in Sandusky, Ohio, the Sandusky Chamber of Commerce has announced. For the last 17 years Mr. Kurtz has been in charge of advertising and promotion for the H. & S. Modern Baking Co.

•

R. R. Kroutil, vice president of the Yukon (Okla.) Mill & Grain Co., recently attended a "Dads' Day" celebration at Monticello College, Godfrey, Ill., where his daughter is a student.

•

Paul Uhlmann, president of the Valley Grain Co., Kansas City, was among directors of the Missouri-Kansas-Texas Railroad Co. reelected at the recent annual meeting in St. Louis.

•

Howard W. Files, who will be installed as president of the Millers National Federation at the annual convention of that organization in Chicago, May 15-17, will be honored at a cocktail dinner party given by a group of spring wheat millers at the Minikahda Club, Minneapolis, May 9. Mr. Files is vice president of Pillsbury Mills, Inc., Minneapolis. About 40 guests will attend.

•

George S. Pillsbury, overseas vice president, Pillsbury Mills, Inc., New York, left May 5 to spend a week in Minneapolis, following which he planned to attend the convention of the Flour Millers Export Assn. in Chicago. He will be joined there by **Rudolph Vogel**, manager of the overseas division in New York.

•

S. C. Northrop, president, Globe Milling Co., Watertown, Wis., visited New York recently before proceeding to Boston. His New York headquarters were with the Broenniman Co., Inc.

PILLSBURY APPOINTMENT—The appointment of Claude R. Stratton as director of the bakery sales service department of Pillsbury Mills, Inc., was recently announced. He is shown above with the judges of the recent Pillsbury Grand National Formula Hunt for bakers. Mr. Stratton, who will make his headquarters at Minneapolis, has had a long career with Pillsbury. He started out as chief clerk in the Richmond office in 1921 and has been engaged in bakery service demonstration, bakery sales and production service since 1923. He is a graduate of the American Institute of Baking. Pictured above, left to right, are: A. J. Vander Voort, Dunwoody Baking School, Minneapolis; Charles Glahan, Bakers Weekly, New York; William Walmsley, American Institute of Baking, Chicago; William Broeg, bakery trade consultant, Lyndeboro, N.H.; John Summers, Oklahoma A. & M. College school of baking, Okmulgee, Okla.; Mr. Stratton and Frank Jungewaelter, Associated Retail Bakers of America, Chicago.

DULUTH BOARD OF TRADE NAMES FRANK C. TENNEY

DULUTH—Frank C. Tenney, vice president of the Duluth Board of Trade, was elevated to the presidency at a special election of the organization held recently on the trading floor of the Duluth Board of Trade. He succeeds former board president W. W. Bleecher, who died suddenly March 22.

Mr. Tenney, currently serving as manager of the Hixon Gannon Co., has been associated with the grain trade in Duluth for more than 35 years. Before joining the Hixon Gannon Co. in 1936 he served as vice president and manager of the Tenney Co., Duluth.

W. J. McCabe, treasurer of McCabe Bros. Co., Duluth, was elected vice president. Grover C. Wilson, vice president of Johnson & Olson Grain Co., was named director, and Helmer Grenner, Archer-Daniels-Midland Co., was elected to the board of appeals.

Frank C. Tenney

The newly elected officers will assume their new duties immediately.

In addition to the new officers named, the following are also serving as directors: W. R. McCarthy, Capitol Elevator Co.; H. B. Stoker, F. H. Peavey & Co.; W. H. Wilson, Cargill, Inc.; C. C. Blair, Norris Grain Co.; D. J. Russell, Duluth Universal Milling Co.; R. C. Schiller, Archer-Daniels-Midland Co., and W. B. Joyce.

DEATHS

Personnel manager of the Hall Baking Co., Buffalo, prior to his retirement in 1948, **Richard Allison Hall**, 67, died May 2 in a Buffalo hospital. He was a nephew of the late Frank L. Hall, founder of the large Buffalo baking enterprise. In 1925, Mr. Hall joined his uncle's bakery as a route salesman. He was made sales supervisor in 1940 and was promoted to personnel manager in 1945. His widow and a son survive him.

Frank W. Meyer, 84, retired special trade representative for Standard Brands, Inc., died at his home in Brooklyn, N.Y., April 28 after a long illness. Mr. Meyer started with the Fleischmann Yeast Co. as a driver-salesman in 1887; in later years he figured prominently in grocery association activities. He retired in 1941 after 54 years with Standard Brands. Mr. Meyer is survived by a daughter.

Myron L. Eastwood, 54, general flour sales manager for the Boston district, eastern division, General Mills, Inc., died April 29. Mr. Eastwood started with the Washburn Crosby Co. in 1914, becoming manager of the Boston district in 1942. He is survived by his widow and a son, **Myron, Jr.**

Walter G. Noren, 52, Philadelphia manager for King Midas Flour Mills, died of heart failure May 4. Mr. Noren had been with the King Midas firm for about 10 years, going directly to Philadelphia as salesman on joining the firm. He was named manager two years ago.

Increasing Wheat's Protein Content by Spraying Studied by Kansas Group

MANHATTAN, KANSAS—Experimentation on the increasing of protein content of wheat by spraying the growing plant with nitrogen plant food is being conducted by the Kansas Wheat Improvement Assn. Cliff E. Skiver, secretary of the association, is directing the work on the experimental plots at the Paul Uhlmann farm in Johnson County, Kansas, and progress of the tests will be disclosed at the association's annual field day there June 17.

The raising of protein in wheat by spraying nitrogen on the leaves has been advanced by E. I. du Pont de Nemours & Co. and is still in the experimental stage. It has long been known that the protein content of wheat is greatly influenced by the amount of nitrogen available during the late growing period of the plant.

Providing this nitrogen by bottle feeding the plant with a spray material on its leaves is relatively new. In preliminary experiments the protein has been raised as much as 7% by using more than one application. Since practical applications of this material would have to be made by airplane, much testing is still to be done to determine strength of solutions to be used and amounts to apply.

This work will be one part of the program which will be presented at the field day in June. The event, held annually on the birth date of M. Lee Marshall, chairman, Continental Baking Co., and chairman of the American Bakers Assn., attracts milling, baking and grain executives to the Kansas farm from all parts of the country.

N.W. CROP GROUP CHANGES ANNUAL MEETING DATES

WALLA WALLA, WASH.—The date of the annual meeting of the Pacific Northwest Crop Improvement Assn. has been changed to May 24 at the Marcus Whitman Hotel here, instead of the previously scheduled date of May 26.

A detailed program schedule will be distributed soon, headquarters of the association announced.

1950 NAVIGATION SEASON AT HEAD OF LAKES OPEN

DULUTH—The steamer Leon Fraser, of the Pittsburgh Steamship Co., entered the Duluth ship canal at 6:15 p.m. May 1 to become the first commercial vessel from the lower lakes to reach the head of the lakes this season.

The Frazer was followed by seven freighters May 2, and the number is expected to be increased daily until the shipping industry is operating at full strength.

BLOMFIELD-SWANSON MOVES

MINNEAPOLIS—Blomfield-Swanson Brokerage, Minneapolis, has moved to new offices at 734 Midland Bank Building. The firm's telephone number remains unchanged, Atlantic 6519. Richard Blomfield and Don Swanson were recently joined by Frank Calton who will manage the office.

American Ace
—A superior bread flour, milled in one of the West's very finest flour mills.
American Flours, Inc.
NEWTON, KANSAS

IT'S BIN AGED
Flour from this mill comes to you fully aged — ready to use
ATKINSON MILLING CO.
MINNEAPOLIS MINNESOTA

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
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Emphatically Independent

ACME RYE
A HIGH QUALITY WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

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and
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FLOURS OF EXCELLENT QUALITY
FANT MILLING CO.
SHERMAN, TEXAS

A COMPLETE LINE OF QUALITY FLOURS
DANIEL WEBSTER
Short Patent
GOLD COIN
Standard Patent
CHALLENGER
Extra Strong Patent
EAGLE
High Gluten Patent
GOLD COIN
High Gluten Whole Wheat
PURE SILVER
Fancy First Clear
GOLD COIN
Pure White Rye
BLIZZARD
Extra Strong First Clear
GOLD COIN
Pure Medium Rye
GOLD COIN
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GOLD COIN
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Save time and money. Get your complete line Bakery Flours in one car.
EAGLE ROLLER MILL CO.
NEW ULM, MINNESOTA
Quality Flours since 1856

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KANSAS CITY, MO.
OPERATING FIFTEEN COUNTRY ELEVATORS AND SUBTERMINALS WITH A STORAGE CAPACITY OF A MILLION BUSHELS
PAUL UHLMANN, President
R. HUGH UHLMANN, Vice President
E. G. O'DOWD, Secretary
MEMBERS
KANSAS CITY BOARD OF TRADE
CHICAGO BOARD OF TRADE
CHICAGO MERCANTILE EXCHANGE

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Despite dullness in flour demand during much of last week, several bursts of inquiry netted mills in this area sufficient business to mark up a week which was equally as good from a business standpoint as the preceding week. Again mills were able to sell flour in sufficient volume to equal five days of capacity operations. The past two weeks have been the only periods this calendar year that such a record was experienced. Sales in the Southwest averaged 84% of six-day week capacity, compared with 86% the preceding week and 46% a year ago. Of the current amount about 7% was for export, including the awards in the immediate area by the Production and Marketing Administration.

Out of trades which have taken place within the past 10 days or so most of the nation's major chain bakers have covered their flour requirements for May. The bullish tendencies of the current wheat and millfeed market took hold of the chain buyers throughout the country and fairly substantial sales of flour to this trade resulted. The trend began when chains in the Southeast covered May and in instances further ahead than the current month. Then two principal buyers on the East Coast booked May requirements along with larger buyers in the Midwest and Southwest. Then two chains which had been booking on a price-date-of-shipment basis reached ahead to fill May requirements. On the whole, the chain bakery trade the past 10 days has furnished the best volume of business yet experienced by mills during the current calendar year.

Some independent bakers also were buyers of flour last week, but the volume was small. Single cars were the rule; in fact, on the days when a major chain was not in the market, trade was very quiet.

Mills were preparing to make offers on 100,000 sacks of 48% ash, 10.5% protein straights to the PMA for shipment to Austria, via Trieste. Shipment from mills is requested prior to June 30, and awards will be announced by PMA May 10. The buying follows closely on the heels of the 180,000-sack purchase of clears for Greece May 2. All of the awards on the clear business were made in the Southwest for shipment from mills by June 1.

Export business, otherwise, has been extremely quiet, and no sales of any consequence were made during the week.

Production at Kansas City last week dipped to reflect only about 60% operations against a six-day week capacity. This compares with

Prices are about steady, with advances in the wheat outs being offset by enlarged millfeed credits. 120-day quotations on bakery flours are firm, with spot quotations somewhat under that and June position quoted as much as 10@15c over spot.

Quotations, May 6, carlots, Kansas City, cottons: hard winter bakery short patent $5.40@5.55, standard 95% patents $5.25@5.35, straight grade $5.15@5.25; established brands of family flour $6.30@7.05, first clears $4.35@4.45, second clears $3.95@4.15, 1% ash clears or higher $3.70@3.85; soft wheat short patent $6.75@7, straight $5.40@5.50; cake flour $6.25@6.85.

Five mills report domestic business fair, 4 quiet, 7 slow, 7 dull. 71% the preceding week and 56% a year ago.

Oklahoma City: Flour sales last week ranged to 100% and averaged 45%, compared with 56% the previous week and 42% a year ago. Bakers took 75% of the bookings, the balance going to the family trade. Operations averaged 65%, compared with 65% the previous week and 68% a year ago. Prices closed practically unchanged. Quotations, delivered Oklahoma points, May 6: carlots, family short patent $6.10@7, standard patent $5.85@6.65; bakery, unenriched short patent $5.60@5.90, standard patent $5.35@5.65, straight grade $5.25@5.55; truck lots 35c higher on all grades.

Wichita: One mill operated at 100% of capacity last week. In all others operations averaged 65%. Domestic sales declined to average 40%, compared with 51% the preceding week and 50% a year ago. One mill reported export sales at 50% of capacity. Shipping directions ranged from very poor to good. Prices were unchanged, compared with the previous week.

Texas: Demand last week held at about the same volume as for several previous weeks. Sales amounted to 35 to 40% of capacity. Nearly all went to domestic outlets, with bakers flour predominating to a moderate extent over family flour. Practically no buying interest has been manifested yet in new crop flour, though some business has been done on new crop wheat by grain dealers. Running time continued at three to four days. Prices were about unchanged on family flour, but bakers flour and clears were about 15c higher. Quotations May 6: family extra high patent $6.50@6.75, high patent $6.20@6.45, standard bakers unenriched $5.50@5.60; first clears unenriched $4.90@5, delivered TCP.

Hutchinson: Interest contracted and so did business for mills of the Hutchinson region last week. The market varied little and the trade was content to anticipate only immediate needs. Shipping directions came less freely and operations were off to around 50%. Quotations, unchanged from the preceding week: family patent $5.95@6.05, bakers patent $5.30@5.35, standard $5.15@5.20, Kansas City basis.

Salina: Demand for flour last week was very quiet, with prices unchanged. Shipping directions were rather slow.

Northwest

Minneapolis: Flour buying continued at a good pace last week, and total sales again were large. Much of the business was put on the books as a result of a scheduled price advance at the end of the week, with buyers given notice of the change and an opportunity to purchase at the previous levels. The advance amounted to about 20c sack on various grades of flour.

Assisting sales representatives also were continued adverse crop reports, both from the Northwest and Southwest. The delay in seeding in the spring wheat area is regarded as a possible serious threat to the crop, with the prospect for reduced acreage and greater than usual hazards anticipated for late-seeded wheat.

A number of buyers who previously had been buying on a price-date-of-shipment basis switched their operations to straight bookings, among them some large quantity buyers. These chains filled their requirements through May. The smaller lot buyers were more active in placing carlot orders, while sales to the chains ranged up to 10,000 sacks apiece and larger in some cases. Fairly good interest was noted by some mills for forward booking, with some orders placed for June shipment and even July in a few instances.

Family flour sales did not expand, although prices were down 10c sack from the previous week's level. Directions were only fair on an average, although better on a few days.

Sales by spring wheat mills averaged 149% of capacity, compared with 153.5% the previous week and 42% in the corresponding week a year ago. Shipments from mills averaged 79% of capacity, compared with 77.8% the preceding week. (Percentage figures for this year are based on five-day capacity; for last year on six days.)

Production at Minneapolis mills averaged 74% of capacity, compared with 68% the previous week and 66% a year ago. For the entire Northwest, production averaged 66% of capacity, compared with 62% the previous week and 65% in the corresponding week of 1949.

Quotations, May 8: standard patent $5.55@5.85, short patent $5.75@6.05, high gluten $5.85@6.15, established brands of family flour, enriched $7, first clear $5.10@5.50, whole wheat $5.35@5.65.

Interior Northwest Mills: Flour sales were more active last week as the wheat market advanced. However, some mills continued to report slow business. Shipping directions were fair to good. Production last week averaged 61% of capacity, compared with 58% the previous week and 65% a year ago.

Central West

Chicago: The flour market continued active last week. The increase in business was confined chiefly to small lots, but some larger bookings were made, ranging from 5,000 to 10,000 sacks; however, these were not as numerous as the smaller sales. A gradual price decline has added to the decided improvement in interest which was shown throughout the past week. Directions were fair to good.

The family flour market continued dull last week, although another 10¢ price reduction went into effect. Buyers remained cautious and only purchased small lots for prompt shipment. Directions were slow.

Quotations May 6, cottons: spring top patent $5.45@5.86, standard patent $5.35@5.66, first clear $4.75@5.20, family flour $7.35; hard winter short patent $5.45@5.65, 95% patent $5.35@5.45, first clear $4.95; soft winter short patent $6.15@6.85, standard patent $5.15@6.60, first clear $5.40@5.80.

Toledo: It is now getting so close to the new crop that no radical change is expected in the flour sales and milling situation in this area. If soft wheat mills in the central states of Ohio, Indiana and Michigan showed any increase in sales recently, it apparently was not large.

St. Louis: Local mills report that new sales, for nearby shipment, have been moderately good this past week and that they are experiencing a very good demand for clear flours. Shipping directions are reported as only fair.

Other central states mills advise that both bakery and family business slipped last week. Some attempt was made to put through bakery flour trades, but buyers' ideas were under mill asking prices in spite of a 5c price reduction. The dullness applies to hard, soft and spring wheat flours, with no indication that buyers will step in actively at present levels. Clears and cutoffs continue tight with the supply limited and prices firmly held. Shipping directions are just fair.

Quotations, St. Louis, May 6: family top soft patent $6.45, ordinary $5.40; top hard $6.95, ordinary $5.50; bakers soft winter short patent $6.35, cake $6.35, pastry $5.15, soft straights $5.30, clears $4.85; hard winter short patent $5.60, standard patent $5.45, clears $5.05; spring short patent $5.80, standard $5.60, clear $4.90, low protein clears $4.85.

East

New York: Buying participation by several groups brought a fair aggregate of flour business. Independent and smaller bakers bought in limited quantities to fill their needs for the remainder of May, but bookings beyond that were negligible. Distributors' takings were proportionately scant. One chain baker was reported to have bought sparingly, and another withdrew his interest as the market advanced.

Spring standards and high glutens were preferred sellers at about 20¢ below the week's closing prices. Except for big baking business, southwesterns sold more moderately and no flours were pushed beyond the end of May as millers voiced their

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"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

ALL YOUR FLOUR NEEDS
from a Single Source
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
"The Beardstown Mills"
BEARDSTOWN ILLINOIS

fears of a drop in millfeed strength. Cake grades had a small, steady call, and their prices were not advanced as strongly as the others in spite of the seasonal short supply. Prices were about 15¢ higher.

Quotations May 6: spring high gluten $6.40@6.50, standard patents $6.10@6.20, clears $5.55@5.75; southwestern short patents $6.05@6.30, standard patents $5.80@5.90; soft winter high ratio $6.50@7.35, straights $5.50@5.75.

Philadelphia: Caution in the local flour market has been heightened by the recent strength in wheat, and the average buyer is unwilling to commit himself. Trading remains light. The rapid advance in millfeed has taken some of the upward pressure off flour quotations. Last week's prices, with one exception, were unchanged from the previous week. The lone mover was spring first clear, which rose 10¢.

A number of establishments added to their supplies recently and are in a position to wait out the market a while longer. It is reported, however, that such purchases were only of moderate proportions. They were an improvement over the hand-to-mouth buying which many have followed for sometime, but there is still a moderate amount of these purchases, preventing the market from reaching complete stagnation.

A large segment of the bakery trade continues to hope for a price drop, with some thinking it may occur soon in view of the reports of rainfall in places suffering most from a lack of it.

There is some evidence that more flour is changing hands now than during recent weeks, something ascribed to a multiplication of modest sized orders.

Chain bakers and operators of larger establishments are believed to have been responsible for most of the recent orders, with some covering themselves well into June. It is said the buying stemmed from a moderate price concession granted by mills seeking additional running time.

Mill representatives say both bakers and jobbers are extremely price-conscious now. Meanwhile, urgency is further removed from the picture by the furtherance of the light retail demand for baked goods.

Quotations May 6: spring family $7.30@7.55, high gluten $6.45@6.55, short patent $6.20@6.30, standard $6.10@6.20, first clear $5.65@5.80; hard winter short patent $5.85@5.95, standard $5.75@5.85; soft winter standard $4.80@5.05.

Boston: The situation in the Boston flour market was little changed last week as buyers maintained the cautious policies which have been in force throughout the upward price movement of the primary wheat markets. Springs were generally 10¢ lower. Hard winter quotations fluctuated almost daily and finally finished unchanged to 5¢ higher, with the trading price range broadening on patents and narrowing somewhat on standards. Soft wheat flours were 10¢ lower to 10¢ higher.

Most operators reported business very slow in nearly all steps of the trade. There were some reports of price concessions in efforts to stimulate trading. Most mill agents reported that what little buying there was held to a hand-to-mouth basis. Some large bakeries were reported interested in filling requirements through early June, but negotiations were believed to be just in the inquiry stage.

Quotations May 6: spring short

DOWN THRU THE YEARS...
for 3 generations...
For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.
"Golden Loaf" FLOUR
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

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—our stocks analyzed for baking strength!
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Ask for—
LOREN JOHNSON or W. W. (Bill) SUDDUTH
KANSAS GRAIN COMPANY
BOARD OF TRADE BUILDING KANSAS CITY 6, MISSOURI

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring top patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter short patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Seattle	Los Angeles
Family patent	[illegible]	[illegible]
Bluestem	[illegible]	[illegible]
Bakery grades	[illegible]	[illegible]
Pastry	[illegible]	[illegible]

	Toronto	*Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]
Spring exports†	[illegible]	[illegible]
Ontario soft winters	[illegible]	[illegible]

*In cottons, Fort William basis. †280-lb. cottons.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S. as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on April 29, and the corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat		[illegible]		[illegible]						
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]		[illegible]							
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]		[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]			[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]				
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]		[illegible]						
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]							[illegible]	
Lakes			[illegible]							
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept.	Minneapolis Dec.	Chicago May	Chicago July	Chicago Sept.	Chicago Dec.	Kansas City May	Kansas City July	Kansas City Sept.	Kansas City Dec.
May 1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	CORN Chicago May	CORN Chicago July	RYE Chicago May	RYE Chicago July	RYE Winnipeg May	RYE Winnipeg July	RYE Minneapolis May	RYE Minneapolis July	OATS Chicago May	OATS Chicago July	OATS Minneapolis May	OATS Minneapolis July
May 1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	[illegible]

*Brown shorts. †Gray shorts. ‡Fort William basis.

patents $6.17@6.27, standards $5.97@6.07, high gluten $6.27@6.37, first clears $5.37@5.57; hard winter short patents $6.02@6.32, standards $5.82@5.92; Pacific soft wheat flour $6.22@6.47; eastern soft winter straights $5.52@5.82; high ratio $6.52@7.37; family $7.74@7.77.

Pittsburgh: Spring wheat flour sales were spurred here by most aggressive solicitation by some mill representatives previous to the price advance of 10¢. Sales did not equal expectations. Sales of hard Kansas bakers flour were dull all week. Clears remained firm at higher prices and had some activity in sales.

Family flour sales continue slow, and grocers and jobbers seem to be well-stocked. Soft winter wheat cake and pastry flour sales were small the entire week. Some spring wheat sales were made on 60-day commitments, although immediate and 30-day commitments were more usual. Directions are good. Some mills went lower in price than quotations on spring wheat flour previous to the 10¢ rise, but even then sales did not come up to expectations and only fill-ins were bought. Mill representatives continue to comment on the tough competition met on all sides in flour selling and the low offers being made which are not accepted by the mills.

Quotations May 6, f.o.b. Pittsburgh points: hard Kansas bakers standard patent $5.60@5.80, medium patent $5.70@5.85, short patent $5.80@6.05; spring wheat standard patent $6@6.35, medium patent $6.15@6.45, short patent $6.20@6.55; clears $5.40@5.81, high gluten $6.25@6.65; family flour, advertised brands $7.18@7.80, other brands $5.80@7.05; pastry and cake flours $5.50@7; Pacific Coast pastry flour $6.21.

South

New Orleans: Moderately active flour buying was reported last week, especially for prompt and May delivery. Prices for this type of shipment were mixed, with some millers actively pushing sales at a discount. This was particularly noticeable in hard winters, which comprised most of the sales, with bakers and jobbers most active. Northern spring wheat flours were in fair demand and showed a slight increase in volume. Little interest was shown in purchasing for shipment later than May, except on northern springs, on which some business was worked for shipment through June.

Soft winters, particularly from central states, registered increased activity with the reduction in prices, with some bookings through June, although in general purchases were for prompt and through May. Cracker and cookie bakers were the most active in the market. Cake bakers report decreased production and cake flour sales continue slow. Shipping directions are quiet to normal, with stocks on hand down slightly. Export sales of flour were particularly quiet with only nominal amounts being worked to Norway, Cuba and Puerto Rico.

Quotations May 6, carlots, delivered, packed in 100-lb. multiwall paper bags: hard winter bakery short patent $5.60@5.75, standard $5.40@5.55, first clear $4.25@4.55; spring wheat bakery short patent $6.05@6.25, standard $5.85@6, first clear $5.30@5.60, high gluten $6.15@6.30; soft wheat short patent $5.75@6.05, straight $5.25@5.50, first clear $4.40@4.70, high ratio cake $6.05@6.40; Pacific Coast cake $6.75@6.90, pastry $6.10@6.25. Basis all rail, shipments by barge from Minneapolis approximately 20¢ a sack less.

Pacific Coast

Seattle: The flour situation was unchanged last week, all parties concerned reporting little activity in the domestic trade and no export business in sight. A strike against a national concern operating in this territory was postponed one week and the trade was awaiting developments in this regard before doing any buying. Export business of 180,000 sacks was let during the week by PMA, but trade reports said it all went to Gulf mills, none of it being placed on the Pacific Coast. Quotations: family patent $7.10, bluestem $6.12, bakery $6.12, pastry $5.86.

Portland: Flour markets are dull, although there was a little export business reported last week. Volume bookings are still lacking, and mills have drastically curtailed operations. Domestic bookings are not sufficient to keep mills operating at a very good rate. Both large and small mills feel the pinch of lack of business. None of the mills in this area shared in the bookings to Greece last week, as prices were out of line with flour moving from the Gulf. They had not anticipated being able to hurdle the subsidy and other conditions on the government request.

Flour quotations May 6: high gluten $6.25, all Montana $6.20, fancy hard wheat clears $6.12, bluestem bakers $6.12, cake $6.90, pastry $6.05, whole wheat 100% $5.70, graham $5.60, cracked wheat $5.60.

Canada

Toronto-Montreal: Export prospects continue poor. There has been little in the way of new bookings. While some eastern mills have enough business to keep them going, others have found it necessary to close down. The domestic market is competitive, with little flour moving. Quotations May 6: top patent springs for use in Canada $11.15 bbl., seconds $10.65, bakers $10.55, all less cash discounts, in 98's cotton, mixed cars with 10¢ added for cartage where used. For export to U.K., government regulation flour $13.85 to end of June, Montreal.

Winter wheat flour is being bought on a hand-to-mouth basis as prices continue high. Quotations May 6: $10.50@11.15 bbl., f.o.b. Montreal; export $5.35 per 100 lb. export cottons, f.a.s. Montreal.

Due to some demand and scarcity of supply winter wheat prices have advanced. Quotations May 6: $2.18@2.25 bu., f.o.b. shipping point.

Vancouver: Flour exporters operating out of this port reported a fair volume of inquiries from the Far East last week, but sales were again small. There was a little business done to Hong Kong in clears and patents, and the Chinese Nationalists on Formosa were seeking bids on clears. But no deals had been completed.

The Philippine Islands trade continued to puzzle Canadian shippers. It was reported that the May allotment by the government had not yet been set, although there was a strong demand in view of diminished stocks.

Reports from Manila indicate that the quantity of flour to be purchased under the International Wheat Agreement is not sufficient to meet present requirements. This amount under the new agreement would be approximately 518,000 bags a month, with 50 lb. a bag.

During 1949 monthly imports averaged approximately 700,000 bags of 50 lb. each. And at the beginning of 1950 there was no material surplus, showing that nearly all imports entered consumption. It is expected that requirements for 1950 will be greater in view of the fact that imports of bakery products have been restricted by 80% under the Import Control Regulations.

It is estimated that the minimum requirements of the Philippines will be over 600,000 bags a month, while average imports under the IWA will be 518,000 bags. However, this limit will not apply during the present crop year. Under the IWA, the Philippines can import the full quota of 196,000 metric tons of wheat, or 6 million bags of flour between now and the end of July. This would mean that 1,200,000 bags per month could be imported from the time of the signing of the agreement to the end of July if they are required.

It has been reported that increased production of rice in that country will supplant flour consumption to a great extent in the near future. While there is some indication that rice production for 1950 may show an increase, there is no indication that, during the life of the IWA, there will be enough rice produced in the Philippines to meet domestic consumption. Considerable supplies will have to be imported, and it will have to be supplemented by substantial imports of flour. Taking into account that wheat flour has a greater food value, it is not likely that flour imports will be restricted, the Manila report concludes.

Domestic trade continues along normal lines, with prices unchanged and stocks ample for current needs. Quotations, hard wheat grinds: first patents in 98's cottons $11.20; bakers patents $9.85 in paper bags and $10.25 in cottons; western cake and pastry flour to the trade $11.20@11.65.

Winnipeg: There was little change noted in the volume of business done in Canadian flour last week, and domestic sales were fair. Export business was less than 78,000 bbl., most of which went to International Wheat Agreement countries, including the U.K., Philippines, Cuba, Costa Rica, Jamaica, Sierra Leone and the Belgian Congo. Less than 20,000 bbl. went to Class 2 destinations, including Hong Kong, El Salvador and Guatemala. Mills are operating at a little more than 60% of capacity, and stocks of flour on hand are sufficient for present requirements. Quotations May 6: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40 cottons, second patents $10.70@10.90, second patents to bakers $10.20@10.40.

Millfeed

Minneapolis: The market remains firm, with advances of $1.50@2 ton posted during the past week. Although flour sales have been at a better rate in the past two weeks, the sales have not yet been translated into much greater running time. As a result, there is no pressure of supplies against the brisk demand. Interest is confined to nearby, however, with both buyers and sellers wary of the situation. Quotations May 8: Bran $60, standard midds. $63, flour midds. and red dog $64.

Duluth: Demand is fair to good, the trend is higher and supplies are adequate; quotations: pure bran $60.50, standard bran $59.50, standard midds. $62, flour midds. $63, mixed feeds $62.50, red dog $63.50.

Kansas City: Slack Flour mill operations at a time when formula feed plants are at full production held spot millfeed at the season's high this week. Demand is good and offerings limited. Purchase of 75 cars of bran by the Bureau of Entomology also had a strengthening effect on the market. Quotations May 8: Bran $56.60@57, shorts $61.50@62.50.

Salina: Demand is good, with bran $2.50 ton higher and shorts $2 ton higher. Supplies are scarce. Quotations, basis Kansas City: bran $56.50@57, gray shorts $60.50@61.

Oklahoma City: Prices closed approximately $1 higher on bran and $2 on shorts. Quotations, straight cars: bran $59@60, mill run $61.40@62.40, shorts $64@65; mixed or pool cars $1 higher on all classes.

Ft. Worth: Quotations May 6: bran $63@64, gray shorts $68@69 delivered TCP; about unchanged compared with the previous week. Offerings were moderate and no more than adequate to cover trade needs from day to day.

Hutchinson: Millfeed interest quickened last week even as offerings declined. Demand for spot feed of all types was keen throughout, with mixed car buyers absorbing 75% of the output. Prices were $1 up from the previous week. Quotations, Kansas City basis: bran $56.25@57, gray shorts $60.25@61.

Wichita: Demand for bran and shorts was heavy last week, with supplies inadequate due to low operating time of mills. Quotations, basis Kansas City, May 6: bran $57, shorts $61; both bran and shorts advanced $1 ton, compared with preceding week.

Chicago: Bran $60.50@62.50, standard midds. $65.50@66.50, red dog $67@67.50; demand good, supplies scarce.

Toledo: Millfeed prices continue strong at $64 for bran and $65 for flour midds., quick or prompt shipment.

St. Louis: Demand has been very good for immediate bran and shorts, with supplies rather limited. Demand is sufficient to absorb all offerings. Bran $60.25@60.75, gray shorts $64.25@64.75, St. Louis.

Philadelphia: Standard midds. and red dog have extended their strong advance, and quotations are the highest in about a year. The extension of cooler weather into May has caused a greater demand than usual. Offerings have tightened somewhat, but the rise in price has discouraged some purchases so that no shortage exists. The May 6 quotation on standard bran was unchanged at $65 from the previous week, while standard midds. rose $3 to $72 and red dog jumped $3 to $75.

Boston: Millfeed was generally higher last week, although some lines met sufficient resistance to register slight declines. The fifth consecutive week of rising prices witnessed more drying up of demand, and trading activity slowed. However, some of the slackening of demand was attributed to good early pasture conditions. Most inquiries were for lots of limited proportions. Spring bran finished $1.50 higher, while middlings registered a gain of $1. Mixed feeds scored the sharpest advance, moving up $3.50 to $74. Red dog climaxed a month's rise of approximately $12 by easing $1.50. Quotations May 6: spring bran $72@72.50, middlings $74@75, mixed feed $73.50@74, red dog $74.

Pittsburgh: Grain and millfeed sold in much smaller volume last week owing to sharp price advances. Both the retail and wholesale trade bought only immediate needs and showed great caution in replenishing stocks. Quotations, f.o.b. Pittsburgh points: bran $69.50@70.10, standard midds. $70.50@73.10, flour midds. $73@74.10, red dog $74@75.10.

New Orleans: Exceptional strength is being shown in millfeed. The supply is somewhat better, particularly for gray shorts. Generally sales are limited and mostly for immediate shipment. Mixers and jobbers are showing no interest in booking ahead. Export inquiries are small, and no sales were reported. Quotations: bran $67@67.50, shorts $72.45@72.95.

Seattle: Millfeed was extremely tight last week, with almost unprecedented pressure for deliveries on outstanding contracts. The market was very firm, with virtually no offerings at any price. Sellers refused bids at all levels. The trade continued to look for quick cars and was willing to pay heavy premiums but could not find the supplies. Quotations: $57.50 for May nominal, $56.50 for June nominal, no offerings.

Ogden: Millfeed prices advanced $1 last week, with demand exceeding

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High	Low	Close April 29, 1950	Close May 6, 1950
	1950			
Allied Mills, Inc.	38¾	27½	28	27⅝
Allis-Chalmers	33⅝	25⅝	32⅞	32⅝
Allis-Chalmers, $3.25 Pfd.	94	80½	89½	88½
American Cyanamid	74⅝	49	71	69⅝
American Cyanamid, Pfd.	173	133½	164⅝	163
Archer-Daniels-Midland Co.	43½	38⅝	38	38½
Borden	55⅝	49⅞	50½	53½
Burry Biscuit Corp.	5¼	3⅝	4⅞	4⅝
Continental Baking Co.	15⅝	13⅝	13½	13½
Continental Baking Co., $5.50 Pfd.	100	95½	97½	98⅝
Corn Products Refining Co.	72⅞	65½	68	67½
Corn Products Refining Co., $7 Pfd.	187½	182½	183½	183
Cream of Wheat	28½	25½	28⅝	28½
Dow Chemical	60½	54½	60½	67⅞
Dow Chemical, $4 A Pfd.	110⅝	108	108½	110
Dow Chemical, $3.25 2nd Pfd.	150	110½	148½	149½
**Flour Mills of America, Inc.	12	10¼	10½	10½
General Baking Co.	11	10	10	10½
General Baking Co., $8 Pfd.	160	156	156	156
General Foods Corp.	53⅝	47⅝	49½	51⅝
General Foods Corp., $3.50 Pfd.	101	98½	100⅝	100
General Mills, Inc.	57⅞	53⅝	54½	55
General Mills, Inc., 3⅝% Pfd.	113	108	108⅝	111½
General Mills, Inc., 5% Pfd.	130½	126	127½	127¼
Great A. & P. Tea Co.	140⅝	128½	130½	135
Great A. & P. Tea Co., $5 Pfd.	137	130	133½	133
Hathaway Bakeries, Inc., "A"	11⅝	10½	10½	10⅝
Horn & Hardart Corp. of New York	38	33⅝	30⅝	37⅝
Horn & Hardart Corp. of New York, $5 Pfd.	107	100½		103½
Merck & Co.	59⅝	50⅝	51½	57⅝
Merck & Co., $3.50 Pfd.	99	98	97½	*97½
Merck & Co., $4 Pfd.	112	108	103	108
National Biscuit Co.	38⅞	33⅝	36½	36⅝
National Biscuit Co., $7 Pfd.	186	181⅝	183⅝	183½
Novadel-Agene	18½	15		15½
Pillsbury Mills, Inc.	34½	30½	33⅝	33⅝
Pillsbury Mills, Inc., $4 Pfd.	103½	102	104½	104
Procter & Gamble	67½	58	61½	63⅝
Purity Bakeries Corp.	34⅝	30	30⅝	30⅝
Quaker Oats Co.	100½	90	101	100
Quaker Oats, $6 Pfd.	150	154	150½	150½
Ralston Purina Co., $3.75 Pfd.	103½	100	102	*100
St. Regis Paper Co.	9⅛	7⅞	9	8⅝
St. Regis Paper Co., $4.40 Pfd.	93	85	87	87½
Standard Brands, Inc.	24⅝	20⅞	23⅝	24⅝
Standard Brands, Inc., $4.50 Pfd.	85½	80⅝	84½	83½
§Sterling Drug	39⅝	36⅞	38	37⅝
§Sterling Drug, $3.50 Pfd.	100	98	99½	98½
Sunshine Biscuits, Inc.	63⅝	55	61⅝	60
United Biscuit of America	33	28	28½	29½
United Biscuit of America, $4.50 Pfd.	110	106½	*107½	107⅝
Victor Chemical Works	30½	44½	30½	29½
Victor Chemical Works, $3.50 Pfd.	101	98½	99½	98½
Wagner Baking Co.	9¼	7⅝	7⅞	7⅞
Wagner Baking Co., Pfd.	111⅝	109		111⅝
Ward Baking Co., Warrants	6⅝	6½	6½	6⅛
Ward Baking Co.	19⅞	15½	15⅝	16
Ward Baking Co., $5.50 Pfd.	103	97	101½	102⅞

	Bid	Asked
‡Colorado Milling & Elevator Co.	12	13½
‡Safety Car Heating & Lighting Co., Inc.	10½	11⅝
‡Standard Milling Co.	5⅝	6⅞

Closing bid and asked prices on stocks not traded May 6:

	Bid	Asked
Horn & Hardart Corp. of New York, $5 Pfd.	108½	110⅝
Omar, Inc.	10⅝	11½

*Previous close. **Midwest stock market. ‡Over counter. §Subsidiary Sterwin Chemicals, Inc.

Canadian Stocks

	High	Low	Close April 21, 1950	Close April 28, 1950
	1950			
Canada Bread	1.87½	1.35	1.45	1.35
Canadian Food Products	6.00	5.00	5.00	5.00
Canadian Food Products, A	14	9	12	12
Canadian Food Products, Pfd.	73	67	75	73
Catelli Food	48	38½	40	40
Consolidated Bakeries	9⅛	8	9	8⅝
Federal Grain, A	11⅝	9	11½	10⅝
Federal Grain, Pfd.	125	111	120⅝	121½
General Bakeries	1.90	0.75	1.90	1.85
Lake of the Woods	30½	24	24	24
Maple Leaf Milling	10⅛	8⅝	9½	9⅝
Ogilvie Flour	23½	19⅝	20⅝	21½
Purity Flour	8⅛	6	6⅝	6⅝
Purity Flour, Pfd.	48½	46½	47⅝	47⅝
St. Lawrence Flour	24	12	16	16⅛
Toronto Elevators	10⅝	9⅛	10	9⅝
George Weston	37⅞	28	36½	36
George Weston, 4½% Pfd.	102	100	101½	101½
Woods Manufacturing	38	33	33½	36

Closing bid and asked prices on stocks not traded:

	Bid	Asked
Canada Bread, Pfd. B	40	42
Canadian Bakeries	9½	10
Ogilvie Flour, Pfd.		167
St. Lawrence Flour, Pfd.		142
Woods Manufacturing, Pfd.	30	30

Sales Under Wheat Agreement

Importing countries	Guaranteed purchases	Exporting countries (total sales, 1,000 bu.): United States* Wheat	United States* Flour	United States* Total	Australia†	Canada†	France‡	Total
Austria	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]
Belgium	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Bolivia	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Brazil	[illegible]					[illegible]		[illegible]
Ceylon	[illegible]				[illegible]			[illegible]
Costa Rica	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Cuba	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Denmark	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Dom. Republic	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Ecuador	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Egypt	[illegible]				[illegible]	[illegible]		[illegible]
El Salvador	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Greece	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Guatemala	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Haiti	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
India	[illegible]				[illegible]			[illegible]
Ireland	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Israel	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Italy	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]
Lebanon	[illegible]		[illegible]	[illegible]				[illegible]
Mexico	[illegible]	[illegible]		[illegible]		[illegible]		[illegible]
Netherlands	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Zealand	[illegible]				[illegible]			[illegible]
Nicaragua	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Norway	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Panama	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Peru	[illegible]	[illegible]		[illegible]		[illegible]		[illegible]
Philippines	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Portugal	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Saudi Arabia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Sweden	[illegible]				[illegible]			[illegible]
Switzerland	[illegible]					[illegible]		[illegible]
U. of S. Africa	[illegible]				[illegible]	[illegible]		[illegible]
U. K.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Venezuela	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Guaranteed quantities (exporting countries)				[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Balance				[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Sales confirmed by CCC through May 2, 1950.
†Sales recorded by Wheat Council through April [illegible], 1950.
‡Unofficial quantities.

supply and trade to the West Coast active. Mills are working to capacity six days a week and are booked through May. Quotations: red bran and mill run $54, middlings $57; to Denver: red bran and mill run $61, middlings $64; to California: red bran and mill run $61.50, middlings $64.50, f.o.b. San Francisco and Los Angeles.

Portland: Mill run $56@57, middlings $62 ton.

Toronto - Montreal: Supplies are very scarce. Demand is heavy as feed is running low and weather has been too cold to put livestock out to pasture. Quotations May 6: bran $66, shorts $67, middlings $69, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Winnipeg: Demand for all types of millfeeds continues excellent and eastern buyers continue to take the bulk of supplies from western mills with odd carlots moving into the New England states. Quotations: Manitoba, Saskatchewan and Alberta bran $51, shorts $54, small lots ex-country elevators and warehouses $3 extra.

Vancouver: Domestic demand continues quiet. Poultry flocks will be sharply lower this year, especially due to Newcastle disease. Continued high prices for feed are reported causing feeders to turn to substitutes. Millfeed prices are unchanged. Cash car quotations: bran $52, shorts $53, middlings $54.

Rye

Minneapolis: Some buying developed on early advances last week, but sales later tapered off. Quotations May 8: white rye $4.30@4.60, medium rye $4.10@4.40, dark rye $3.50@3.80.

Portland: White rye $5.70, pure dark $4.70.

Pittsburgh: Selling activity increased last week but not volume. Blended rye flour was favored and, although prices are firm and higher, needs for fill-ins for immediate deliveries were the rule in making replenishments. Quotations: pure white No. 1 $4.65@4.85, medium $4.45@4.65, dark $3.90@4.10, blended $5.70@5.86, rye meal $4.15@4.35.

New York: Scattered rye flour sales were made generally last week before prices advanced. Pure white patents May 6: $4.75@4.85.

Chicago: Rye flour business continued dull last week. Prices were practically unchanged from the previous week, and little or no interest was shown. Directions were only fair. White patent rye $4.25@4.40, medium $4@4.20, dark $3.25@3.40.

St. Louis: New sales and shipping directions remain fair. Pure white $4.90, medium $4.70, dark $4.15, rye meal $4.40.

Philadelphia: Dealers here say demand for rye flour was beginning to show signs of definite improvement when a price advance cooled buying interest. Most bakers are back to taking only the modest amounts required for nearby production. The May 6 quotation on rye white of $4.80@4.90 was 10¢ sack higher than that of the previous week.

Oatmeal

Toronto-Montreal: Demand is poor as retailers do not want to build up stocks during warmer months. Quotations May 6: rolled oats in 80-lb. cottons $5.50, oatmeal in 98-lb. cottons $6.35, f.o.b. Toronto or Montreal.

Winnipeg: Demand for rolled oats and oatmeal is moderately good in the domestic market, but only small amounts are going for export. Quotations May 6: rolled oats in 80-lb. sacks $4.85@4.95 in the three prairie provinces; oatmeal in 98-lb. sacks $5.85@5.95.

Minneapolis: Bulk rolled oats were quoted at $5.63 May 8; 20-oz. packages $3.10, 48-oz. packages $3.35.

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, April 28, 1950 (000's omitted):

	Wheat	Oats	Rye	Barley
Buffalo		[illegible]	[illegible]	
New York	[illegible]			
Totals	[illegible]	[illegible]	[illegible]	
Previous week		[illegible]	[illegible]	[illegible]
April 29, 1949		[illegible]	[illegible]	[illegible]

Rye Flour Output

Following is the rye flour output reported to The Northwestern Miller by principal mills at Chicago, Minneapolis and outside points in the Northwest, in sacks, with comparative figures for the previous weeks:

	April 15	April 22	April 29	May 6
Five mills	[illegible]	[illegible]	[illegible]	*[illegible]

*Three mills.

Operatives' Convention Program Reviews Year's Milling Progress

ST. LOUIS—The cumulative effect of three years of work by its research committee was reflected in the program presented at the 54th annual convention of the Association of Operative Millers, held at Hotel Jefferson May 1-4.

The program did not include any technical reports which by themselves will revolutionize the art and science of milling. It did, however, bring the operatives up to date on a multitude of refinements in the milling process.

Attendance at the sessions throughout the four-day convention was excellent, principally because the reports treated a variety of subjects of interest to the millers. The program was prepared by a committee of three, two of whom are members of the research committee. Roy K. Durham, director of the department of quality control, Pillsbury Mills, Inc., and George J. Tesarek, milling superintendent, Quaker Oats Co., St. Joseph, Mo., are the two members of the research committee who also served on the program committee. The third member of the program committee was George S. O. Smith, general superintendent for Flour Mills of America, Inc., Kansas City.

Two reports, each dealing with bulk flour storage, were presented on the May 2 program. Frederick M. Atkinson, president of the Atkinson Milling Co., Minneapolis, and an active member of the AOM, presented the operative's viewpoint of bulk storage. R. J. Bodman, Jones-Hettelsater Construction Co., Kansas City, discussed bulk storage from the viewpoint of the mill engineer.

Both reports cited the advantages of bulk storage and Mr. Atkinson, in his discussion, said that the development of bulk storage is the most significant factor or change that has come about within the flour milling industry in this century. "No other item, change in type of machinery or change in milling methods has had as far reaching an effect on the cost of production," Mr. Atkinson said.

The millers were taken on a motion picture tour through an Italian flour and semolina mill with the presentation of a film by Ernest Roth of Buhler Bros., mill machinery manufacturer of Uzwill, Switzerland. The mill in the detailed motion picture was a recent installation of the Buhler firm and featured pneumatic handling of the mill stocks.

A. J. O'Brien, personnel manager of the Ralston Purina Co., St. Louis, gave the millers many good suggestions on employee relations. The title of his address was "Keeping Our Employees Informed."

Summaries of all principal addresses will appear in the June Milling Production Section of The Northwestern Miller.

The association's executive committee approved the petition of the Intermountain Millers Club for admission as a district unit. The club, organized last winter by millers in Utah, Nevada, Idaho, Montana and Wyoming, will be known as the Intermountain district. Donald S. Eber, executive secretary, plans to present the club its charter some time in June.

The research committee membership was enlarged to include several new members. George J. Tesarek, Quaker Oats Co., St. Joseph, Mo., was elected chairman of the committee.

Registration at the convention was approximately 900, equalling the registration of the 1949 convention held at Toronto, Ont.

The 1951 convention will be held at Hotel Sherman, Chicago, May 14-18.

NEW OFFICERS ELECTED BY OPERATIVES' ASSN.

ST. LOUIS—New officers elected by the Association of Operative Millers to serve during the 1950-51 year are: L. E. Collier, milling superintendent, Toledo mill of National Biscuit Co., president; C. R. Veeck, production superintendent, Eagle Roller Mill Co., New Ulm, Minn., vice president, and George S. O. Smith, general superintendent, Flour Mills of America, Inc., Kansas City, treasurer. Donald S. Eber, Kansas City was reappointed executive secretary. The 1951 convention of the organization will be held at Hotel Sherman, Chicago, May 14-18.

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

MAINTENANCE FOREMAN WANTED — Experienced maintenance foreman needed in large flour mill. List qualifications, record of past employment and age. All replies held in strict confidence. Address [illegible], The Northwestern Miller, Minneapolis 1, Minn.

SITUATIONS WANTED

WANTED—POSITION AS HEAD MILLER or superintendent with a good company that demands the best results. Thirty years' experience in mills to [illegible]. Hard, soft, spring wheats. Best of health. Best of references. Address [illegible], The Northwestern Miller, Minneapolis 1, Minn.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, [illegible] E. High, Jefferson City, Mo.

MILLS FOR SALE

FOR SALE — [illegible]-BBL. FLOUR MILL, complete in first class condition, with new [illegible] H.P. International Diesel Power Unit. Will sell as unit or by items. For further information contact [illegible], [illegible], Mo.

BUSINESS OPPORTUNITIES

FOR SALE—ILLINOIS [illegible] CWT. FLOUR mill, [illegible] brick building, warehouse, garage, [illegible] bu. elevator. Also country elevator. Address [illegible], The Northwestern Miller, Minneapolis 1, Minn.

The Wheat Flour Situation in Hong Kong and South China

☆ ☆ ☆ ☆

HONG KONG is a British Crown Colony which lies to the south of the mainland of Kwantung Province of China and west of the Pearl River Estuary, with a total area of 390 square miles. It is important as a gateway to South China and because of its entrepot trade with other Southeast Asian areas. A large volume of imported foodstuffs, including wheat flour, is reshipped at this port.

During the past three years Hong Kong has experienced a phenomenal trade boom. Although the colony produces little within its own borders, only 10-15% of the imports into the colony are retained for local consumption. Since the prosperity of the area is dependent upon entrepot trade, Hong Kong is an excellent barometer of trade conditions in southeastern Asia and southern China.

EDITOR'S NOTE — The accompanying article is a preliminary report based on information transmitted to the Office of Foreign Agricultural Relations by the Far East Grain Mission. This mission was sent to the Far East upon recommendation of the Grain Advisory Committee of the Research and Marketing Act to make a survey of market potentialities for U.S. grain and grain products, including grain sorghums, in the countries of that area. Membership of the mission consists of E. J. Bell, administrator of the Oregon Wheat Commission, and project leader; A. M. Camp, wheat producer and president of the North Pacific Grain Growers, and Henry A. Bachr, cereals chemist and marketing specialist, U.S. Department of Agriculture. The mission has returned and its complete and detailed report covering all the countries visited will be published soon and distributed free upon request.

Local industry includes shipbuilding, ship repairing and a wide variety of light industries. The main items of manufacture include textiles, rubber goods, buttons, leather goods, cigarettes, matches, preserved ginger, confectionery and baked goods, tinned goods, glassware, metal wares, paint and beer.

While Hong Kong had an estimated population of 1,800,000 in June, 1947, its importance as a market depends more upon the volume of commerce conducted there. In addition to its importance as an entrepot trading point, it is the center of extensive banking and other commercial enterprise. The adverse physical trade balance is more than made up by invisible exports such as banking, shipping, insurance and other financial transactions.

Agricultural Department Set-Up

The agriculture of the colony of Hong Kong is restricted by the soil structure and the hilly terrain, despite the tireless efforts of the Chinese farmers and some modern agricultural methods. The colony produces only about 8 to 10% of its rice requirements even though most areas produce two crops of rice each year. An Agricultural Department was established by the Hong Kong government in 1946 to foster local farming interests, and the efforts of this department are credited with lifting the local production of vegetables to 70% of the colony's requirements. This department also maintains and regulates a farmers' market through which all the produce for the city of Hong Kong and the Kow Loon areas is cleared.

With 98% of the population being of Chinese origin, rice is the staple article of diet. This is supplemented with fish and a variety of vegetables. Wheat flour ranks second to rice in the cereal foods group, having been an important part of the diet for many years. While the popularity of bread has grown among all classes, the chief demand for flour results from expansion in the use of noodles and all types of Chinese cakes and pastries.

Hong Kong was visited during the middle of December, 1949, at which time the imminent fall of China to Communism was generally conceded.

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Member Omaha Grain Exchange
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MILLFEED • FLOUR
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ALFALFA MEAL
Sun-Cured and Dehydrated
NATIONAL ALFALFA DEHYDRATING & MILLING CO.
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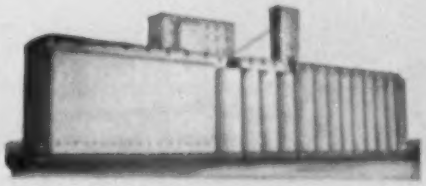

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Total Elevator Capacity 8,000,000 Bus.

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PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water
Flour Tested and Baked in Our Own Laboratory

In all interviews, whether with government officials or commercial representatives, the threat of a Communist China and its possible consequences to Hong Kong and to China as an area for commerce received considerable attention. The possibilities of trade with Communist China were explored, but the general political unrest and uncertainty of the area added to the difficulty of appraising the future.

The general consensus was that there would be trade within the limits of closely controlled exchange, the emphasis to be on imports of machine tools and industrial equipment. Imports of staple foods, and luxury items such as fruits, were not expected to be permitted. One Chinese importer made the observation that there would be trade with China if money were available, but added, "there is no money in China." Other Chinese merchants were less pessimistic and were interested in establishing trade contacts with importers and exporters in the U. S.

The trade statistics for wheat and wheat flour were brief, but insofar as they reflected conditions up to that time, they were enlightening. The government of Hong Kong had for some time limited the imports of flour into Hong Kong to actual local requirements, or about 2,000 metric tons per month. This represented 1,500 metric tons of Australian and other soft wheat flour, and 500 metric tons of hard wheat flour from Canada and the U.S. The permitted imports were prorated among the flour importers. There was some anticipation that imports would be cut to 1,500 metric tons per month.

Flour imported for transshipment to China ports had been averaging about 4,000 metric tons per month, but in mid-December this trade was virtually at a standstill. It was considered probable that imports for transshipment would be prohibited because of harbor congestion. Warehouses were full of all types of merchandise and the storage of flour was impossible as well as economically impracticable.

No Official Data

Official data on flour imports and exports have not been published since the end of the war. The tonnage reported by commercial interests indicated a postwar transshipment average of 4,000 metric tons per month, and a local consumption of 2,000 metric tons per month. These tonnages represent an annual wheat equivalent of 3,675,000 bu. Official figures from the Hong Kong Trade and Shipping Returns for 1934-38 show an annual import of flour equivalent to 3,725,000 bu. wheat.

Australian flour was being offered

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"Sweet Cream"
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Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

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High Grade Michigan Soft Wheat Flour, Plain and Self-Rising
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at prices about 90% of U.S. quotations. Canadian flour was also offered at lower prices than comparable grades from the U.S., the differentials being 40@60c cwt.

Pictorial trademarks and brands are important in the trade, and used flour sacks of well-regarded brands command premium prices as they may be refilled with cheaper or inferior flours by some operators. The shrewd flour purchaser is consequently wary, and buys flour only in machine-sewn sacks through trade channels the integrity of which he has learned to respect.

The condition of flour as observed in various areas of the Orient, and the uncertainties of normal shipping through this port, lead to a suggestion that studies on packing materials for flour might prove profitable. In some areas, flour bags with vapor barrier construction were reported useful in safeguarding the baking qualities of flour.

BREAD IS THE STAFF OF LIFE

GMI RESEARCH APPOINTMENTS

MINNEAPOLIS — Drs. J. Robert Roach and J. Robert Coffman have been named section heads for General Mills, Inc., research laboratories. Dr. Roach, who joined GMI in 1943, will head the foods research section. Dr. Coffman, who joined General Mills in 1941, will head the newly formed starch-gluten section.

DESCRIPTIVE PAMPHLET ISSUED BY WHEAT GROUP

OKLAHOMA CITY—An illustrated folder explaining the purposes of the newly organized Oklahoma Wheat Research Foundation has been prepared for distribution, Krata E. Soder, secretary-treasurer, has announced. The pamphlet points out that the foundation is entirely financed and controlled by the wheat industry. Voluntary collections to support the foundation will begin with the harvest of the 1950 crop.

BREAD IS THE STAFF OF LIFE

USE OF NEW INSECTICIDE FOR CORN BORER PROPOSED

NEW YORK—Both federal and state entomologists have recommended use of ryania as well as DDT in the fight against the European corn borer. Ryania is an insecticide made from the stem wood of a tropical tree found in Trinidad and some sections of South America.

The insecticide also has been shown to be effective against corn ear smut, cranberry fruitworm and sugar cane borer. Tests are now under way to test it against other insects.

BREAD IS THE STAFF OF LIFE

CO-OP PLANS ADDITION

LOUISVILLE, KY.—The Indiana Grain Cooperative has received a building permit for a $450,000 addition to the group's elevators here. The 120-ft high addition of reinforced concrete will be 48 feet wide and 240 ft. long.

BREAD IS THE STAFF OF LIFE

CO-OP PLANS ELEVATOR

BISON, KANSAS — The Farmers Co-op Elevator here has begun construction of a new 250,000 bu. grain elevator. Cost of the project will be $120,000. Chalmers & Borton, Hutchinson, has the contract. Completion date has been set for Aug. 1. The present elevator capacity of the firm is 50,000 bu.

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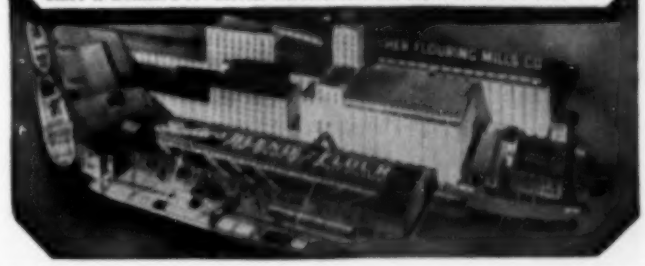

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GRIST OF GRINS

A woman was shopping in a paint and hardware store and she called to the clerk, "Have you any wallpaper?"

"Yes," said the clerk. "Here's some of that new kind with the paste already on the back."

"Oh, I like that. Can I put it on myself?"

"I guess you can," answered the clerk, "but I think it would look better on the wall."

◆ ◆ ◆

A struggling author had called on a publisher to inquire about a manuscript he had submitted.

"This is quite well written," admitted the publisher, "but my firm only publishes work by writers with well-known names."

"Splendid!" shouted the caller in great excitement. "My name's Smith!"

◆ ◆ ◆

Two cockroaches were lunching in a sewer. One of them was talking about the spotless new restaurant in the neighborhood from which they had been barred.

"I hear," said this cockroach, "that the refrigerators shine like polished silver. The floors sparkle like diamonds. Why, the place is so clean—"

"Please," said the second cockroach. "Not while I'm eating!"

◆ ◆ ◆

A certain paper referred to two learned gentlemen as "bibulous old flies," instead of "bibliophiles." Next morning the editor received a very wrathful protest. In his correction and apology, however, he said something about "the learned men are too fastidious." To the editor's horror, the printer again distinguished himself, and this statement appeared, "The learned gentlemen are two fast idiots."

◆ ◆ ◆

Mike: "Poor Clem Conway. Now they wanna put him in jail. They say he robbed his kid brother's bank."

Joe: "Kid brother's bank? Well, that ain't serious."

Mike: "His kid brother is cashier of the First National Bank."

◆ ◆ ◆

He could neither read nor write, but when a distant relation died and left him a small fortune he started to make a splash. He acquired a check book, but instead of signing his name on checks he put two crosses, and the bank paid.

Then one day he handed the cashier a check signed with three crosses.

"What's this?" demanded the cashier. "You've put three crosses here."

"I know," was the reply, "but my wife's got social ambitions. She says I must have a middle name."

◆ ◆ ◆

Professor: "What is the outstanding contribution that chemistry has given to the world?"

Student: "Blondes."

◆ ◆ ◆

Boss: "Why are you going to quit, Bill? Are your wages too low?"

Bill: "The wages are OK, but I'm keeping a horse out of a job."

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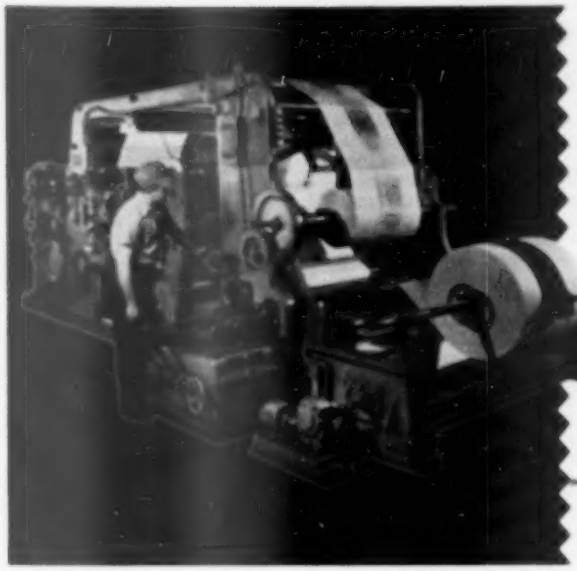

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CONVENTION CALENDAR

May 14. — Flour Millers Export Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Helen Gervais, National Press Bldg., Washington, D.C.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 2 Broadway, New York 4.

May 15—Des Moines Feed & Grain Club; field day at Des Moines (Iowa) Golf and Country Club; sec., E. G. McGee, Swift & Co., Des Moines.

May 15-17—Millers National Federation; Edgewater Beach Hotel, Chicago, Ill.; sec., Herman Stren, 360 W. Jackson Blvd., Chicago 6.

May 15-19—American Association of Cereal Chemists, Hotel Sheraton, Chicago; sec., Frank H. Schwain, M. A. & R. Bldg., Ivorydale, Cincinnati 17, Ohio.

May 18—American Corn Millers Federation; Drake Hotel, Chicago; sec., Harry Hunter, 105 West Adams St., Chicago, Ill.

May 20-22 — Southwest Bakers Assn.; Herring Hotel, Amarillo, Texas; sec.-treas., J. R. L. Kilgore, Albuquerque, N.M.

May 22-23—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

May 22-25—Biscuit and Cracker Manufacturers Association of America and Independent Biscuit Manufacturers Co., Inc.; Drake Hotel, Chicago, Ill.; Biscuit & Cracker sec.-treas., R. T. Stokes, 233 Broadway, New York 7; Independent Biscuit sec., Harry D. Butler, 90 W. Broadway, New York 7.

May 25-26—National Soft Wheat Millers Assn.; Hotel Roanoke, Roanoke, Va.; sec.-vice pres., Paul M. Marshall, 309 W. Jackson Blvd., Chicago 6.

May 26 — Pacific Northwest Crop Improvement Assn.; Marcus Whitman Hotel, Walla Walla, Wash.; sec., Robert O. Fletcher, Room 305, Denny Bldg., 2nd & Alder St., Walla Walla.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia.

June 4-6 — Rocky Mountain Bakers Assn., Albany Hotel, Denver, Colo.; sec., T. W. Runde, P. O. Box 5326 TA, Denver 17.

June 4-8—National Association of Retail Grocers; Navy Pier, Chicago; sec.-manager, R. M. Kiefer, 360 N. Michigan Ave., Chicago 1.

June 5-6—Ohio Mill, Grain & Feed Dealers Assn., Deshler Wallick Hotel, Columbus; sec., C. V. Thomas, 44 E. Broad St., Columbus.

June 10-12—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 11-13—Indiana Grain & Feed Dealers Assn., Inc., French Lick Springs Hotel, French Lick, Ind.; sec., Fred K. Sale, 600 Board of Trade Bldg., Indianapolis 4.

June 12-14—Associated Retail Bakers of America, Hotel Wilton, Long Beach, Calif.; exec. sec., Walter M. Jennings, 735 W. Sheridan Rd., Chicago 13.

June 16—Pacific Northwest Grain Dealers Assn., Multnomah Hotel, Portland, Ore.; sec., Pete Stalhop, 647 Peyton Bldg., Spokane 8, Wash.

June 24-25—Montana Master Bakers Assn.; Rainbow Hotel, Great

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Falls, Mont.; sec., O. P. Preble, Ideal Bakery, 129 S. Main St., Livingston.

June 25-28—Potomac States Bakers Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore.

June 29-July 1—Grocery Manufacturers of America, Inc.; The Greenbrier, West Sulphur Springs, W. Va.; sec., Talbot O. Freeman, 505 E. 42nd St., New York 17.

Aug. 13-15—West Virginia Bakers Assn.; White Sulphur Springs, West Va.; sec., P. G. Sayre, 123 13th St., Parkersburg.

Aug. 28-30 — American Soybean Assn.; Hotel Leland, Springfield, Ill.; sec.-treas., George M. Strayer, Hudson, Iowa.

Sept. 15-16—Virginia Bakers Council; Natural Bridge Hotel, Natural Bridge, Va.; exec.-sec., Harold K. Wilder, 812 Life Insurance Co. of Virginia Bldg., Richmond, Va.

Sept. 17-19—Southern Bakers Assn., retail and wholesale exposition; Atlanta Municipal Auditorium, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

Sept. 24-25—Grain and Feed Dealers National Assn. and Missouri Grain, Feed & Millers Assn., joint convention, Kansas City (Mo.) Municipal Auditorium; headquarters, Grain & Feed Dealers National Assn., Hotel Muehlebach; sec., Don F. Clark, 100 Merchants Exchange Bldg., St. Louis 2; headquarters, Missouri Grain, Feed & Millers Assn., Hotel President; sec., D. A. Meimershagen, Higginsville, Mo.

Oct. 1-3—Kentucky Master Bakers Assn., Inc.; Seelbach Hotel, Louisville, Ky.; sec., M. J. Fickenscher, 919 Monmouth St., Newport, Ky.

Oct. 6-7—Pennsylvania Millers & Feed Dealers Assn., and Nutrition conference at Pennsylvania State College; Hotel Brunswick, Lancaster, Pa.; sec., Jess P. Humpton, 28 E. Orange St., Lancaster.

Oct. 15-18 — American Bakers Assn.; Hotel Sherman, Chicago; sec., Tom Smith, 20 N. Wacker Dr., Chicago 6.

Oct. 29-Nov. 3—National Bakers Supply House Assn.; Broadmoor Hotel, Colorado Springs, Colo.; headquarters, 64 East Lake St., Chicago 1.

Nov. 20-21—Western Grain & Feed Assn.; Hotel Fort Des Moines, Des Moines, Iowa; sec., Mark G. Thornburg, 432 Des Moines Bldg., Des Moines 9.

Jan. 21-23, 1951 — Pennsylvania Bakers Assn., William Penn Hotel, Pittsburgh; sec., Theodore Staab, 5700 N. Broad St., Philadelphia.

FLOUR BRANDS

The following trademarks have been published in the Official Gazette of the United States Patent Office preliminary to registration. Manufacturers and distributors who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within 30 days after official publication of the marks, a formal notice of opposition.

BALSTON—Balston Purina Co., St. Louis, Mo.; cereal breakfast food. Use claimed since March 1, 1949.

DUTCH CUTBOARD—Joy Low Corp., New York, N.Y.; prepared dinghies. Use claimed since Sept. 1, 1949.

DIXIE HUMR—Dixie Grain Co., Inc., Shelbyville, Tenn.; wheat flour, both plain and self-rising, corn meal, hulled and unhulled. Use claimed since Aug. 1, 1950.

BAKE-LITE—Schultz, Dunlap & Co., Beardstown, Ill.; wheat flour. Use claimed since 1938.

THE GOLDEN TOUCH—Van Dusen Harrington Co., operating a division known as King Midas Flour Mills, Minneapolis, Minn.; wheat flour. Use claimed since Dec. 31, 1944.

YELLOWSTONE—Van Dusen Harrington Co., Minneapolis, Minn., now or change of name from King Midas Mill Co., and also known as King Midas Flour Mills; wheat flour. Use claimed since 1918.

MAJESTIC—Majestic Flour Mill, Memphis, Tenn.; wheat flour. Use claimed since 1903.

CHEROKEE—Commander-Larabee Milling Co., doing business as Golden Mills Co., Minneapolis, Minn.; wheat flour. Use claimed since Aug. 1, 1939.

PETTIJOHN'S—Quaker Oats Co., Chicago, Ill.; rolled wheat. Use claimed since Oct. 15, 1946.

COTTON TOP—Flour Mills of America, Inc., doing business as Goldmedal Mills Co., Kansas City, Mo., and Fort Worth, Kansas; wheat flour. Use claimed since April, 1913.

RITO—Flour Mills of America, Inc., doing business as Tuller & Hines Milling Company, Kansas City and St. Louis, Mo.; wheat flour. Use claimed since April 15, 1913.

QUAKER—Quaker Oats Co., Chicago, Ill.; rolls, rice flakes, wheat flakes, corn flakes, farina, rolled whole wheat cereal, bleached wheat flour, shredded wheat biscuits, puffed rice and puffed wheat, all for human consumption. Use claimed since May 23, 1945.

MINNEAPOLIS KING—Commander Larabee Milling Co., doing business as Minneapolis Milling Co., Minneapolis, Minn.; wheat flour. Use claimed since January, 1918.

MINNEAPOLIS KING—Commander Larabee Milling Co., doing business as Minneapolis (King) Milling Co.; wheat flour. Use claimed since January, 1918.

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MILLING PRODUCTION SECTION

A Method for Detecting Hidden Infestation in Wheat

By Albert C. Apt

Bureau of Entomology and Plant Quarantine

Agricultural Research Administration, U.S. Department of Agriculture

INSECT infestation concealed within wheat kernels constitutes a real problem to the miller, who must have uninfested wheat in order to produce flour free from insect fragments. Hence the grain and milling industries need an accurate and simple method of determining whether or not wheat contains hidden infestation and the extent of such an infestation.

A kernel of wheat is made up of three parts—the bran, endosperm and germ. A method was sought whereby these portions of the kernel could be made transparent enough to allow the visual detection of insect infestation without the necessity of staining or dissection. After considerable experimental work the following procedure was evolved:

1. Weigh out 5 grams of wheat (about 100 kernels) and place in a beaker.
2. Add 50 cc. of 10% sodium hydroxide solution.
3. Boil vigorously for 10 minutes, stirring frequently with a glass rod.
4. Drain off the sodium hydroxide solution and wash thoroughly with distilled water. Soak the kernels in water for 5 minutes.
5. Place the kernels in a petri dish or watch glass, cover with distilled water, and examine them under a low-power binocular microscope to determine the presence of hidden infestation.

Treatment of the wheat kernels with sodium hydroxide causes gelatinization, particularly in the bran layer. Soaking in water causes a noticeable swelling of the kernels. In some instances the treatment does not remove all of the pigmentation from the bran coat, but the remaining pigmentation does not prevent one from seeing what is inside the kernel. The head and mouth parts of the insect are readily discernible.

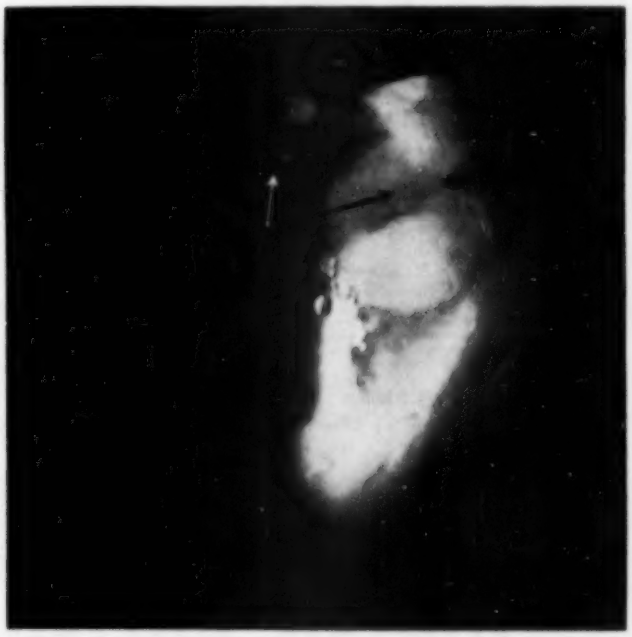
Tap water may be used for washing and soaking the wheat, although hard water may cloud visibility or render the kernels opaque. Unless the tap water is soft, the use of distilled water is recommended.

The wheat kernels should be examined not later than one half hour after soaking, because they tend to return to an opaque condition.

As shown in the accompanying pictures, insect infestation in various stages can easily be seen in the treated kernels. By this method an untrained person can readily detect the presence of insects in treated kernels by examining them under a binocular microscope and after a little training, can separate infested from sound kernels without use of a microscope.

The use of a 5-gram sample of wheat enables one to compute the percentage of infestation directly, since 5 grams are equivalent to approximately 100 kernels if the wheat is sound, and not light in test weight.

An adult weevil about to emerge from within the wheat kernel is shown in the picture above. The wheat and one of the antennae are outside. The wheat was treated with a 10% solution of sodium hydroxide which causes gelatinization of the endosperm, rendering the hidden insect visible.



A kernel of wheat which has been treated with sodium hydroxide solution, showing two grain weevil larvae inside. A full-grown larva is discernible in the upper median portion and a small larva is in the upper left portion of the kernel. Magnification is about 50 diameters.

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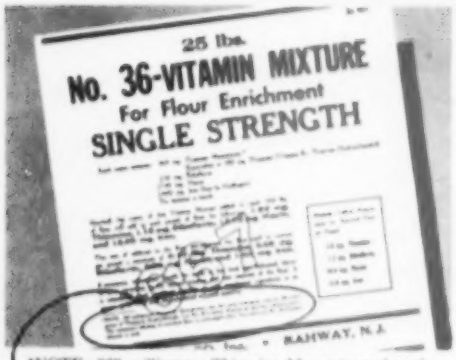
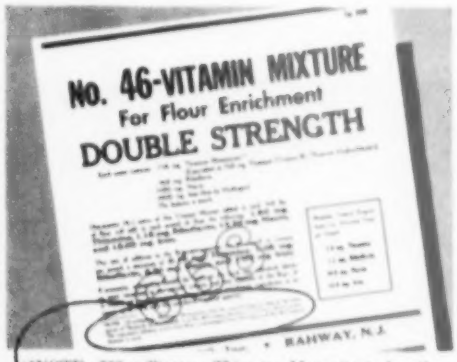


*NOTE: 369 milligrams Thiamine Mononitrate has the same biological value as 380 milligrams of Thiamine Hydrochloride. Use No. 36-Vitamin Mixture as you have always used it. The customary labeling of enriched flour is unchanged when this improved No. 36-Vitamin Mixture is used.



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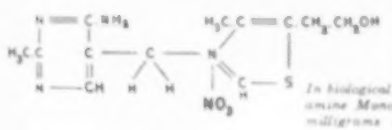
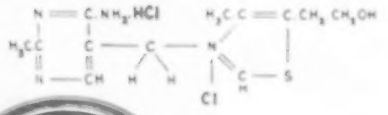


Thiamine Mononitrate $C_{12}H_{17}N_5O_4S$ (molecular weight 327.36).

In biological activity, 1 milligram of Thiamine Mononitrate is equivalent to 1.03 milligrams of thiamine hydrochloride.



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A New Approach to Insect Control

By Henry A. Beechem

THE first and perhaps the most important step in the control of insects in a flour mill, or for that matter in any other food processing plant, is general cleanliness. A complete, or nearly complete, kill of insects is readily accomplished by means of the large number of the various types of insecticides and fumigants that are available.

The use of insecticides and fumigants is not only desirable but is quite necessary; however in view of poor cleanliness such destruction of insects is not only a costly undertaking but is, in many instances, poor economy. For example, a complete kill of insects in a mill is a matter of short duration when, through poor housekeeping, flour dust is allowed to accumulate not only on the floors, but on the tops of machines, on the building beams, conveyors, etc., and when little used parts of the building are cluttered up with piles of empty bags, and bags of sweepings.

EDITOR'S NOTE: The author of the accompanying article is owner of the Beechem Laboratories, St. Johns, Mich., which manufactures and formulates fumigants and insecticides. He has had more than 15 years' experience in food plant sanitation and is a recognized authority.

The insect control program in a flour mill should, therefore, include a constant lookout for the prevention of the accumulation of unnecessary dust, empty bags and other items that are infrequently used. Such an accumulation not only clutters up but detracts from the attractiveness of the mill and serves as a barrier in the control of insects.

Different Approach Necessary

The control of insects in a flour mill must be approached entirely differently from the manner in which insects are controlled in any other food plant, a dairy processing plant, for example. In the dairy plant the rate at which insects are brought into the building admixed with the raw ingredients is small. The miller, on the other hand, has not only to contend with the insects which are constantly propagating on his premises and in the products, but he must be at all time alert to the fact that a new population of insects is continuously invading his plant with every bushel of grain that is received.

The approach to the insect problem in the mill, therefore, simmers down to the control of: (1) the breeding places comprising the cracks in the floors, walls, and other parts of the building proper, (2) the inside of the machinery, elevator boots, and heads which serve as traps and retain stagnant flour, and (3) the incoming raw materials which consist generally of grain.

To adequately control the insects in a mill, emphasis must be placed on all three of the phases outlined above. To place emphasis on one or two of the above phases and to neglect the other very often results in small value received from the effort expended. It is not only more economical but the job is performed more successfully if stress is placed on all of the phases of insect control.

It is logical to assume that it is a waste of time and money to spend several hundred dollars for a space fumigation when the conditions are such that the breeding places are left undisturbed and the mill is at once reinfested and a new population of insects takes over. It is not only important that all of the three phases are carried out, but they must be carried out simultaneously. And the program must be continuously maintained.

There are two broad steps through which the problem of insect control in a mill may be approached: through general cleanliness, and by means of chemical fumigants and insecticides. Depending on the type of space to be treated there are two types of fumigants which may be used, space fumigants, and spot or local fumigants.

Of the many space fumigants that have been used and that are now in common use, methyl bromide is gaining wide acceptance. Methyl bromide, when properly used, not only will give a 100% kill of all insect and rodent life in the building, but also will destroy the insect eggs; this adds to the duration of keeping the mill from a new infestation of insects.

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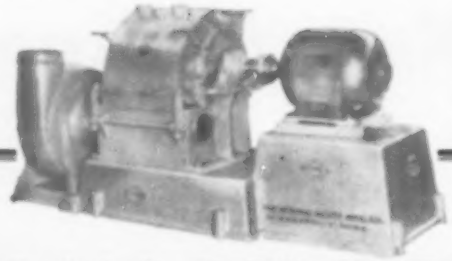

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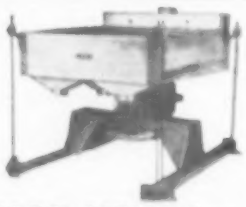

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methyl bromide, and in many instances the two fumigants are used in combination. Some millers may prefer hydrogen cyanide gas, instead of methyl bromide.

Methyl bromide, due to its extremely great penetrating power will penetrate and kill insects in out-of-way places, such as cracks and crevices in the building, and will penetrate into bags and small bins of grain. Because methyl bromide is so extremely penetrating detracts somewhat from its usefulness in buildings which do not lend themselves to good sealing. It is important in order to obtain a 100% kill with methyl bromide (or other gases) that the building be completely sealed and that the escape of the gas be kept at a minimum. Another factor which limits its usefulness in poorly constructed buildings is that its action in killing insects is relatively slow. To obtain a 100% kill the building needs to be sufficiently tight in order to maintain a good concentration of gas for 18 to 24 hours. This period refers specifically to insects. Rodents are much less resistant to methyl bromide and a complete kill is accomplished with a much smaller concentration of gas for a period of only six to eight hours.

Because methyl bromide is substantially odorless, many millers were hesitant to adopt it for space fumigation. This limitation has been completely and satisfactorily overcome by the addition of a small amount of gaseous substance to the methyl bromide. One of the most common odor possessing gases is chloropicrin. The addition of as little as 2% chloropicrin to the methyl bromide is sufficient to serve as a warning. Although chloropicrin is obnoxious and difficult to air from the mill, the small quantity added to the methyl bromide is not enough to create any discomfort after several hours of ventilation. The small amount of chloropicrin does, however adequately serve as a warning signal in the event that the mask is leaking or the cannister filler has been spent.

Another feature which adds to the safety of using methyl bromide is that the gas is not only readily ventilated from the building after the fumigation period, but means are available to test the air for the presence of even a small amount of methyl bromide. The tester is known as the halide leak dectector. The tester consists of a small cylinder of acetylene gas and a single flame burner activated by acetylene. The flame is intense and its hottest portion is broken by a small copper plate known as the reaction plate. The flame is sufficiently hot to elevate the temperature of the copper plate to glowing white heat. A high concentration of methyl bromide produces a deep blue flame above the heated reaction plate. Depending on the decreasing amount of methyl bromide present the color of the flame changes from a deep blue to a light blue, to dark green, to light green. In the absence of any methyl bromide the flame is colorless. The test is very accurate and even several parts per million of methyl bromide in the air can be readily detected. With such an accurate means of testing for the presence of methyl bromide there is no reason for accidents occurring by the trapping of the gas in out-of-the-way places.

Spot Fumigation Program

Spot fumigation is usually resorted to for the fumigating of mill machinery, conveyors, heads, boots, spouts, etc. In general any enclosed unit in the mill can be successfully fumigated with any of the spot fumigants on the market.

There are a number of fumigants which are used for spot fumigation. Carbon disulfide is perhaps one of the oldest spot fumigants. Its use was discontinued upon the advent of better and safer fumigants and it is now rarely used and only by the very courageous or the poorly informed. The use of carbon disulfide, even in its prime was "on the sly." Insurance inspectors objected because of its being a great fire hazard. The effectiveness of carbon disulfide, too, did not equal any of the modern spot fumigants.

Chloropicrin has been used and is still used by some millers as a spot fumigant. The picture, however, is rapidly changing and millers are turning away from it due to its highly objectionable odor which often requires days to completely ventilate from the mill.

Of the modern spot fumigants the most effective, and economical is ethylene dibromide. Ethylene dibromide is commonly formulated and is sold dissolved in a suitable chlorinated solvent. The solvent that is most frequently used is carbon tetrachloride. The fear of inflammability and explosion is therefore absent in the use of the product since it usually contains 85% carbon tetrachloride and 15% ethylene dibromide.

This fumigant is poured manually, or otherwise, into any of the various machines in the mill, the elevators, boots, heads, conveyors, etc. This is usually done at the end of the week after the mill has been closed. No time is lost by such spot fumigation since the mill is ready for operation the following Monday. When a small quantity of the spot fumigant is poured into any unit and the unit is closed, a high concentration of the active ingredient is possible for a relatively long period of time. Since the ingredients are completely volatile, no residue is left to contaminate

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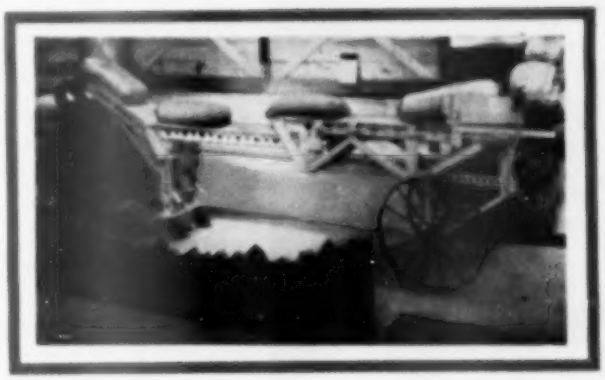

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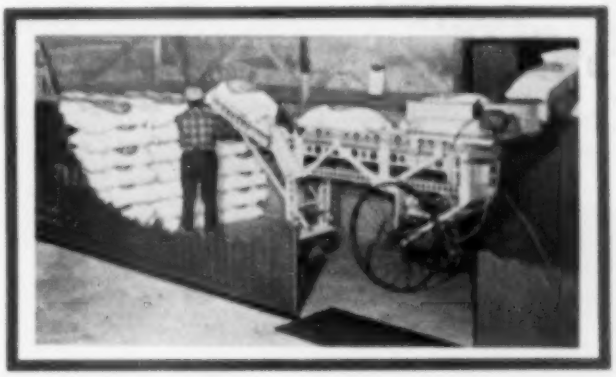

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the flour. No preparation other than running the mill dry need be made before the treatment. The frequency of the spot fumigation treatment varies with the season of the year, the type of mill equipment treated, the insect population, and the general conditions prevailing in the mill. Some millers habitually resort to a weekly treatment, others make the treatment monthly, and still others space it to once every six or eight weeks.

Very often when an infection occurs in a particular group of machines they are treated at the first opportunity and are again treated when the periodic spot fumigation is made.

Another type of fumigation which may rightfully be called spot or local fumigation is the treatment of grain by such fumigants. Ethylene dibromide is also an ingredient used for this purpose. The amount of the active ingredient incorporated in this fumigant is usually 5%, and the remaining 95% is usually carbon tetrachloride. Such a fumigant is safe to use directly on the grain since no residue is left upon evaporation. The fumigant does not impair the germinating qualities of the grain and does not affect the baking qualities of the flour milled from the grain.

The spot fumigation of grain in bins may be accomplished at any time of the year. Since ethylene dibromide is effective over a large range of temperatures a perfect kill can be made at rather low dosages. The fumigant may be applied in a small stream while the grain is moving into the bin, or it may be poured on top of the grain in the bin between draughts.

Although ethylene dibromide, as well as the solvent, carbon tetrachloride, have definite toxic properties, there is little danger of inhaling a toxic dose by the worker since the exposure of the worker is of very short duration. When working with the fumigant in a closed space and for a relatively long period of time it is necessary to wear a mask using a cannister adapted for organic fumes.

The third and very important class of chemical insect destroying agents are the insecticides. There are two types of insecticides which can be used in the mill, space insecticides and residual insecticides.

Both the space and residual insecticides are generally applied in the form of sprays. As the term infers, space insecticides are released in the space or the air in the building. The insecticides which are used in space spraying have a short active life, and their killing effectiveness depends on contacting the insect with the fog of the active agent. The space insecticide is not effective even though it is deposited on the surface upon which the insect might later rest or crawl. In space spraying the greatest effectiveness is accomplished when the spray is released in the form of a fog. Although it is possible to use residual insecticides such as chlordane, DDT, or lindane in the form of a fog in space spraying, the effectiveness of the insecticide is lost due to the size of the particles. To produce a fog, the size of the insecticide particle must be extremely small to be readily carried to all parts of the mill. When particles of such small size are released in the air there is a tendency for them to drift for a long period of time. It has been found by many investigators and users that insecticide fogs produce no residual killing effect of insects. It has been shown that fogs remain in the air, often as invisible particles, and eventually are carried out of the mill by drafts and are deposited out of doors. The use of space insecticides is therefore extremely limited in such industries as flour milling. According to Roy K. Durham, "these fogs or dense smokes make a very impressive appearing demonstration but apparently contain too little of the insecticide to result in a lethal deposit."

There are a number of devices through which space spraying may be accomplished. One of these is the aerosol bomb. Another is the mechanical disk, and the third is the device by which the insecticide is heated to a high temperature and the vapor is blown in the air.

Of the three methods of producing fogs, the aerosol bomb is the least desirable since its cost makes its use prohibitive in flour mills.

When a fumigant is used either in space or in spot fumigation all that can be accomplished is the killing of the insect population inhabiting the mill at that time. The hope of the chemists for many years has been to provide a chemical which, when released in a mill, would not destroy the insects already present, but would continue killing the insects as they move into the mill. Such a feat has been accomplished in the discovery of the residuals.

Use of Residual Insecticides

The residual insecticides are a large class of chemical compounds which are closely related to each other by the similarity of their chemical structure. DDT, although it was discovered almost 80 years ago, did not find its real usefulness until the beginning of World War II. It was the first in a long series of residual insecticides. Then came other residuals, and among these was chlordane. Chlordane did not take the place of DDT but supplemented it. Of the residuals which find excellent use in the milling industry, chlordane and DDT appear to be outstanding. Of the principal residuals, chlordane

(Continued on page 21a)

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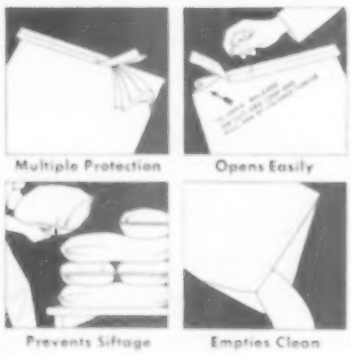

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The Golden Era of Milling

By W. D. Gray

EDITOR'S NOTE: The following article is the seventh in a series of articles which originally appeared in The Northwestern Miller 50 years ago. The author was a leading milling engineer and mill builder of his day and under the title, "25 Years of Milling," he told of the rapid progress in milling technology during the period 1875-1900. In this article Mr. Gray describes the introduction of his roller mill, the use of marble and porcelain rolls, and of the construction of the Shelhopt & Matthews mill at Niagara Falls, N.Y.

* *

FROM the introduction of the purifier in 1870 until about 1878, milling made great strides. The process became known as the "new process" or "patent process." The best millers in the Northwest were making from 35 to 45% of patent flour; that is, out of every 100 barrels of flour made, 35 to 45 barrels were patent. This method of figuring percentage for flour was adopted by our millers; while on the continent, they figure the percentage for flour from the wheat.

Patent flour gave the millers large profits at first, often as high as $3 a barrel; but, as the mills got changed over to the patent system and more of this flour was made, the profits gradually decreased. Still there remained a good legitimate profit in milling so that millers, as a general thing, got rich very fast. As they got money easily, I am inclined to think many of them were led into speculation in wheat; the rock that some, a few years later, foundered upon.

It took from 4½ to 4½ bu. wheat to make a barrel of flour; if any less, it usually meant making a larger percentage of low-grade; 10% being about what was being made at that time. Up to this time rolls had been very little used. About 1875 and 1876 a few rolls of very crude design were in use, usually made of common cast-iron, 12 in. in diameter by 24 to 48 in. long, made with pillow blocks set on a wooden frame with set screw to set or adjust them. The fast roll was run from line-shaft by belt, and with a spur-wheel on the opposite end, drove its mate, usually running at even speed, the whole making a very crude machine.

Marble Rolls not Successful

A year or so before this, the Edward P. Allis Co. of Milwaukee had made several machines of these dimensions and of about the same crude construction only the rolls were made of marble. These rolls were made for Porter & Mowbray of Winona, Minn., who at that time were progressive millers. It was found that the marble did not last long; they soon wore out of true. A few years later I found they made excellent rolls for gardens and lawns. These marble and iron rolls were usually used to crush the coarse middlings, to flatten the germ so that it could be separated by the reel. This was found to be quite an improvement as the germ was got rid of before the middlings went to the stone and so made better and cleaner flour.

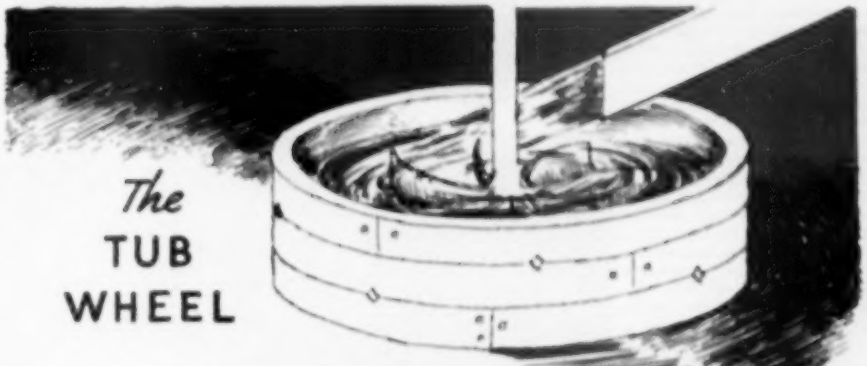
Occasionally the wheat was passed through these rolls before it went to the millstone. The only improvement this made was to assist the stone; that is, they would grind more wheat per hour after it had passed through the smooth rolls, running at an even speed and flattening it but I do not think that it in any way improved the flour.

Porcelain Rolls Tried Next

The next rolls that were introduced were porcelain, manufactured by Weggmann of Zurich, Switzerland. The Edward P. Allis Co. made a contract with Mr. Weggmann through Oscar Oesle, his agent, whereby it became the sole agent for the introduction of this machine in this country. At first the company imported the complete machine; a little later manufacturing the machine and importing only the porcelain shells. These shells were very hard and after fitting them on the shaft they were turned off on the face by a diamond, and then ground true with an emery wheel. There were two pairs of rolls in each machine. One roll of the four was driven by belt, and that roll drove the other three by a series of spur gears.

The porcelain rolls were usually put to work on fine clean middlings

A SHORT OUTLINE OF THE HISTORY OF THE GREAT MILLING INDUSTRY



The TUB WHEEL

Here was the forerunner of the turbine, the wheel that was to revolutionize the use of water power.

The tub wheel could run in all weather as long as it had an eight-foot head of water. Its upright shaft was set in a bridge-tree and was fastened directly to the mill stone at its top, a more direct, economical use of power than the creaking, picturesque old undershot or overshot wheel.

The all-weather mill wheel has been supplanted but SWISS SILK, the all-weather bolting cloth, is still the miller's stand-by. Under all atmospheric conditions SWISS SILK will bolt uniform runs of high quality flour at a maximum capacity and minimum cost per sack.

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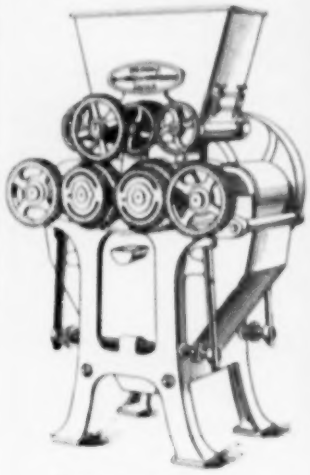
and did excellent work on this stock though sometimes low-grade stock and even bran was put to them. All sorts of experiments were tried. These rolls were small, being about 8½ in. in diameter by about 13 in. long. Their small size, together with the trappy construction of the machine, necessarily made them of small capacity; but when they fell into good hands, where they got the best of care, the millers got along well with them. As a general thing they benefited the mills that put them in if they were used intelligently. But they fell into all kinds of hands. Many of them received no care whatever; and of course, the Allis company was kept pretty busy attending to the many complaints of their customers all over the country, as there had been several hundreds of them sold.

Gray's First Rolls

After having had considerable experience with these rolls, I decided that they would do better work and make better flour than millstones. I had faith that they would become generally used if they could be put in better shape; that is, if they could be mounted in a frame with the proper adjustments and drive, where the wear and tear would not be so great, and where the miller could control them so that they would be less noisy, and have a larger capacity. So, by way of self protection, I started to see if I could produce the desired results. By the picture of the Weggmann machine it may be seen that the frame was light and flimsy with nothing rigid about it. I started on



Weggmann's Roller Mill

the basis that, in building a hurst frame for millstones, the first consideration was to get it perfectly solid so that when the bed-stone was set it would remain in its place. Then it is an easy matter to adjust the runner to it. With a weak or less solid hurst frame there is no such thing as adjusting the runner to a bed-stone that would not remain in place. I constructed my frame of one solid casting so that there could be no rack, or tremble, to it. The stationary roll was held rigidly in place as the bed-stone in a well-constructed hurst frame. Then, with the proper adjustments for the movable roll, there was no trouble to keep the rolls in good grinding position. I decided, also, that a belt was needed to do away with the train of spur wheels on the Weggmann machine. I may say that the first Gray roller made by me was not as perfect as it was a few years later; but it was a success from the start and I believe a very decided improvement on anything that had gone before it.

First Mill Made in 1878

I shall describe this fully further on, under the head of roller milling. But it is important to state here about what date these machines were put upon the market. Some of my friends have claimed that I did not make my roller until I had made a trip to Europe and saw all that was to be seen in that line there, especially in Budapest, Hungary; and the manager of Ganz & Co. of that city takes delight, even to this day, in saying that I made my roller after going through his shop. For his special benefit, and to set the matter at rest, I will say that the first of the Gray belt roll mills was made about June, 1878, and placed in J. B. A. Kern's mill in Milwaukee where it continued to run and do good work for many years until I took it out and put in a larger machine in its place. I took the old one and stored it away as a relic for several years, until shed or storehouse where it was kept burned and the machine was destroyed, much to my regret. Such is the brief history of my first roller mill.

As to the date being correct, this has been, and can be proved, the Ganz Co. stories to the contrary notwithstanding. I did not go to Europe until January, 1879. I sailed from New York about the 8th of that month, and did not reach Budapest until about a month or six weeks later; the precise date I have forgotten.

The next rolls that I made were for a mill I was building for Schoellkopf & Matthews at Niagara Falls. This mill started in September, 1878. I put eight of these machines into this mill, having started to make them as soon as I got through experimenting on the first machine in

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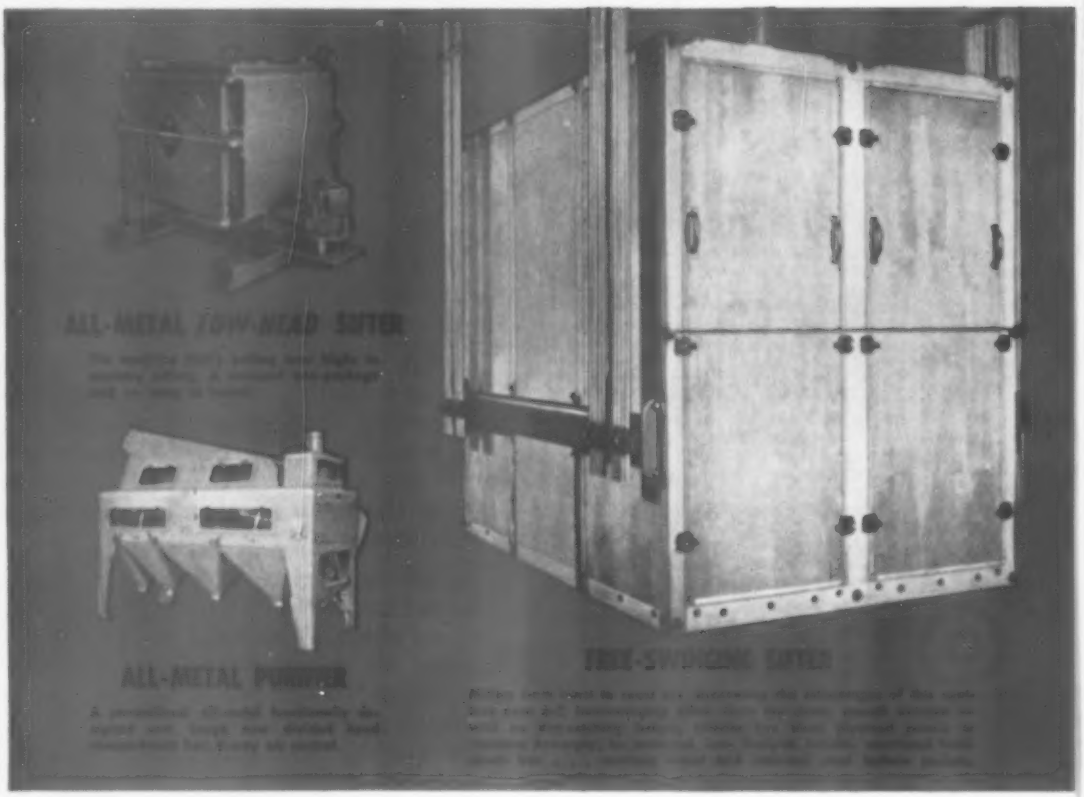

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the Kern mill. So this was the beginning of the Gray roller, and can be shown, I believe, to be the beginning of the great revolution that led to what milling is today in this country.

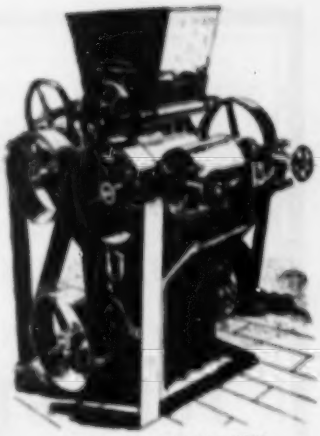
New Process Prior to Roller Milling

Before describing the beginning and advance in roller milling, it might be well to say something about the new or patent process in use just prior to roller milling. I think one of the very best of this type of mill was Schoellkopf & Matthews' at Niagara Falls. The plans of this mill were made by me, as milling engineer for the E. P. Allis Co., in the fall of 1877. The work of putting in the machinery was started about the middle of June, 1878, and the mill started to grind wheat about Sept. 1 of the same year. At the time of starting this mill it contained everything known to us in modern milling.

The building was on the high bluff of the Niagara River, on the American side, a little way below the falls. This was, I believe, the first plant of any size run by the power of the falls. While we might have had 200 feet head, we contented ourselves with about 55.

To accommodate the wheels, we sunk a shaft in the solid rock down to where we wanted to set the wheels at the bottom of the head. This pit opened out into the river. Afterwards, we built it up, and enclosed it as a wheel-house, putting in windows to give light on the various floors of the wheel-house. At the bottom of the head two turbine water-wheels were set; one large wheel to run the mill proper, and a smaller wheel to run the packers, wheat cleaners, elevator and transfer table and for switching cars.

The wheels were set at the foot of two steel upright shafts connecting with line-shafts running into the mill; this connection being made by bevel



Gray's First Roller Mill

core wheels and pinions nicely filled and dressed, and the gears and shafts held in place by heavy cast-iron jacks; making a very strong and complete rig.

The wheels were supplied with water from a large wrought-iron tube nine feet in diameter, standing on end between, and a little to one side of, the wheels; each wheel-case containing the wheel being connected with a short pipe between the 9-ft. tube and wheel-case. This tube was set on solid rock, for, when filled with water, it was of considerable weight. The top of this tube was connected with a stone fore-bay, with a tube of the same diameter; the horizontal and upright being connected by quarter turn, the fore-bay containing the usual rack, waste-way, gates, etc.

The pit below these wheels was about eight feet deep, and so arranged that when the water was shut off, a gate could be raised and the tail-water drained out of the pit. This enabled us to walk underneath and examine the steps of the wheels without getting wet; making the power, as a whole, very complete. The water, after leaving the wheels, bounded down over the bank into the river below, making a beautiful waterfall.

The mill was finely finished, with a good deal of hardwood used on the grinding floor. The work was well done and varnished; making a job that when complete, any good mechanic might well be proud of. It contained 21 run of 4½ ft. stones, set in lines 11 run on one side and 10 on the other.

The stones rested on cast-iron burst frames resting on brick piers, bolted down with anchor bolts. The burst frame had a wooden top bolted to the cast iron frame. A circle was cut in the top of the burst frame and a triangle set in the circle. At the three corners of the triangle were screws; the bed-stone being placed on this triangle could readily be leveled by the three leveling screws. The bed-stone after being leveled was keyed into place by wooden keys, the floor laid, and skirting fitted around each bed-stone.

The curbs for these stones were made out of the very best material, white pine and black walnut highly finished. When the curb was fitted they were mounted by a silent feeder consisting of a cast-iron tripod with a little hand-screw at each of the three points for leveling and adjusting the feeder. Through the center of this tripod a brass tube extended down through the eye of the runner to the saucer screwed on to the bale of the runner.

The wheat or middlings was fed

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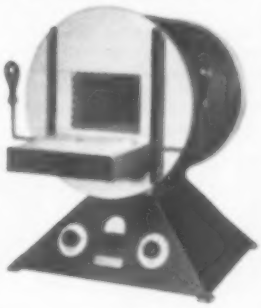

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through the tube and onto the saucer. The centrifugal force distributed the feed in an even spray between the two stones. The brass tube was surmounted by a glass globe cemented to a socket of brass tube, with an opening on top for a 3-in. or 4-in. tin or brass tube to connect it with the stock-bins overhead on the next floor; the whole making a very handsome and complete arrangement.

The stones were driven with quarter-twist belts driven from one line-shaft mounted on iron pedestals located between the two lines of stone. Any of these stones could be started or stopped, simply by throwing off or on a tightener. The mill proper contained all the milling machinery, including the packers, and was a substantial structure of stone, resting on solid rock.

Construction Details

The first story of the elevator was built of stone, the same as the mill. The walls above that were lamina walls, as generally used in elevator construction. The walls were covered with corrugated iron painted outside and in. The space of 36 feet between the mill and the elevator was occupied by three tracks, with transfer table to transfer cars from one track to another. In this space there were also arrangements made for moving cars in and out from the mill or elevator.

The machinery was all run from the small wheel that ran the cleaners and packers and elevator, and could all be managed by one man at the lever at the front of the mill. Heavy wrought-iron beams connect the elevator and mill at a height sufficient for the passage underneath of locomotive and cars with a man on top. This part of the building was carried up to the same height as the elevator proper. This space was all filled with bins with hopper bottoms for the storage of bran and shorts in bulk. The bran and shorts could be drawn from these bins into cars directly under them through large galvanized iron spouts. This bulk feed was weighed on track scales, and then, with their own apparatus, moved out of the way to make room for more empty cars. The track next to the elevator was used for wheat, as all wheat was received there, being unloaded by power shovels into a large sink, then carried to the foot of the main storage elevator, which carried it up, discharging it into the conveyor, that carried it the whole length of the elevator and distributed it into the various bins.

Grain Cleaning System

All the wheat cleaners were located in the end of the elevator next to the mill; wheat being drawn from the bins in the elevator to the conveyor in the basement, which carried it to the foot of the elevator that fed the cleaners. It was then automatically passed through all the cleaners and dropped into the conveyor that carried it to the mill. After passing through the air current to take out any dust that may have been retained in carrying it into the mill, it dropped into the stock hoppers over the wheat stones. So that all dirt and dust arising from the wheat-cleaning operation was kept out of the mill.

There was also a passenger elevator in the mill, principally for the use of the men; the idea being that men will look after the machinery better if they can ride up than if they are obliged to walk. In other words, they would ride to the upper story to look after some pieces of machinery, when, if they had to walk, the would put it off, while, in the meantime, the machinery might receive injury from neglect, or not be doing its work properly.

This description, with the various views, will give a good idea of this mill, and it was one of the best of its day, and of what milling was before rolls were introduced in this country.

GRAIN ELEVATOR STUDY PLANNED IN ILLINOIS

URBANA, ILL.—The Illinois College of Agriculture has accepted a grant of $2,250 from the Illinois Grain Corp. to study ways to improve the operation of country grain elevators and farmers' cooperatives. The first part of the work will be a financial study of 150 elevators to show the differences in efficiency of their operations and services. Results of the study will be available to all members of the grain trade.

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The Shape of Things to Come

★ ★ ★

A British Miller Looks 50 Years Into the Future

IT is interesting and sometimes instructive to look into the future and try to visualize what alterations and improvements will have taken place in flour milling by, say, the year 2000. It is only by trying to visualize these things that one can be ready for them when they come. It is practically certain, too, that most of them will come within the next 50 years, many of them already being in the experimental stage, or even in actual use in some mills today.

Although millers have always been infestation-conscious, the cereal chemists are making us even more so, and without doubt big steps will be taken in the next few years to prevent still further our mills and our products from being infested by insect and mite life. The fumigation of grain in silos is one of the developments we may expect, and there is nothing very difficult about this, once the apparatus has been installed. We have carried out some tests on these lines at the Liverpool mill, the difference being that the silo was fumigated when empty. The results were encouraging. So a fumigation of all silos by means of a permanent system of fans and pipes is something we look forward to in the future.

Very much on the same lines, I can visualize that mills of the future will have a permanent system of pipes and sprinkler nozzles, some of them actually inside machines and other places of vantage, through which the gas will be released whenever infestation in the mill becomes a problem.

Many of you will have heard of the Entoleter, a machine which guarantees 98% efficiency in destroying insect life in either wheat or finished products. I say, without fear of contradiction, that within a few years, all incoming wheat and all outgoing flour will be treated on these machines; so will all flour coming into the mill, whether imported, damaged in transit, or otherwise. There remains one other possible source of infestation from outside sources, namely, empty bags returned by bakers. In 50 years we may not be using returnable bags, but long before the year 2000 we will have a bag sterilizing chamber in which all empties will be placed for the killing of all insect life either by gas or heat. The day will come when every conveying worm box will be fitted with a hinged and stocktight bottom, so that all material that lodges therein can be completely emptied out at cleaning time.

EDITOR'S NOTE: The accompanying article appeared in a recent issue of the "Works News Bulletin" of the Edward Hutchinson Co., Ltd., Liverpool. Under the head, "Looking Ahead," a contributor to the bulletin makes some predictions of changes to be made in milling in the next 50 years. Readers in the U.S. will recognize many of his predictions of things to come as already here.

In the Screenroom

Apart from sundry detail improvements I cannot see very much change taking place in the screenroom machinery, all of which is now extremely efficient. A new method of preparing wheat for the mill has been evolved and is probably here to stay, I refer, of course, to the Stabilizor, which gives a very quick and accurate result. I said that it was here to stay but I am not prepared to say that it will supersede all other conditioning methods. It does, to a certain extent, do away with the possibilities of human error, and most technical improvements are on these lines.

There are so many possibilities in the application of "little gadgets" that help a man to do his job more efficiently that it is not possible to do more than enumerate a very few of them, some being already in use

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here and there, others existing so far only in my imagination.

We are still in the screenroom, so here are some of the things that might help a screenaman in his job:

A machine that will separate quite automatically any wheat having under or over a predetermined percentage of moisture. Imagine we are taking in home-grown wheat: the machine is set for, say, 17%: all wheat under that figure will be diverted to one bin, all over going to another bin ready for immediate drying.

Rapidly vibrating bin emptiers, which will make it possible for the washerman to alter the rate of feed from any bin to any desired speed by merely turning a dial in the washer room.

A device which will ring bells, light up lamps and stop the conveyors if any bin runs empty.

An instrument that will tell the screenaman the quantity of wheat in any bin, also one that will tell him the temperature of the wheat at any desired depth in that bin, merely by operating a switch at his control panel.

I saw, on a neighbor's television set the other day, a device which separated white ping-pong balls from black ones, by means of a photo-electric cell. Some readers will doubtless think of an application of this idea, in a much improved way, in the screenroom.

The Mill

In the mill itself, probably the greatest change is the pneumatic conveying and elevating of stocks. It may be hard for an old-time miller to believe that the mill of the future will have very few conveyors, worms or elevators, only a lot of wind trunks. This is no longer a Jules Verne dream but is actually in being both experimentally and as a complete unit. The advantages are many and the snags are being overcome gradually.

Then there is the roller mill which sets itself to grind as the feed comes on, and which separates the rolls when the feed goes off. (This is quite uncanny to watch, and a well-known miller whose remarks on gadgets have sometimes been uncomplimentary, was as pleased as a boy with a new train watching it at work.) On starting up the mill on Monday morning, these machines set themselves to grind as soon as the feed reaches them, with no assistance from the rollerman other than his checking the grind. Furthermore, if during the week, the feed should go off any particular roll, the rolls come apart and a red light appears which may be in the sample room or the manager's office. Such rolls should be invaluable on scratch rolls which might come together if the feed departs, and prevent damage to the grooves, also much good use might be made of them on overflow rolls.

A "Robot" Thumb?

What further changes and improvements (and changes are not always an improvement) can be expected on roller mills? Is it possible that we might one day have a "Robot" miller's thumb—a device which runs backwards and forwards along the stock as it leaves the nip of the roll, feels the grind and automatically increases or decreases the roll pressure? Gears on roller mills will probably have disappeared in 50 years, having been replaced by chain drive. A gearbox can now be fitted to feed rolls giving three alternative speeds; maybe we shall see something of that sort on the rolls themselves. We may find that the capacity of every roller mill has been trebled; that someone is clever enough to space out the grains of wheat according to the maximum theoretical capacity, which is six grains per square inch, as against two at present.

Further Improvements

With regard to other machines in the mill, I cannot see very much in the way of major developments. The tendency, of course, is for all machines to become streamlined; this is not a bad thing as it tends to easier cleaning and less corners for dust to settle in.

The centrifugal reel is giving ground to the plansifter, but I doubt if it will disappear altogether. There is still plenty of room for improvement in the operation of the purifier brush. In a few years we ought to expect no trouble with stopped brushes and blinded bolting silks.

We may see silk covers on dressing machines replaced by nylon, and plansifter sleeves may be made of the same material. It is interesting to learn that it is now possible to have flour bolting cloths made of fine wire. The dressing surface is reduced, but many advantages can be thought of with such a cover.

The milling process itself may have to be altered somewhat in the future. Undoubtedly there will be regulations regarding the vitamin content of flour, and researches going on all the while as to the manner in which to get the highest possible proportion of the scutellum into the flour sack may end in some auxiliary scratch

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system. This problem will repay careful thought.

The bulk storage of finished products must come sooner or later, and, when it does, jute and tarpaulin (canvas) sacks and bags will vanish. Either we will have multiwall paper bags, or flour will be transported in bulk wagons. In any case, high-speed packers will be used and shift packing will become a thing of the past.

Bulk storage will not do away with the warehouse. It is probable that each day the following day's deliveries will have to be packed and stored in bags for 24 hours. They will not be stored as at present, but on conveyors and in chutes from which they can be delivered quite automatically as and when required.

It may be that our new power house will be replaced by atomic energy stored in something the size of a match box!

—WHEAT IS THE STAFF OF LIFE—

KANSAS FARMERS BENEFIT FROM RESEARCH PROGRAMS

MANHATTAN, KANSAS—Higher-yielding varieties of wheat which have been developed by plant breeders at the Kansas Agricultural Experiment Station have added an estimated $50,000,000 a year to the Kansas farm income.

That estimate was made by Milton S. Eisenhower, president of Kansas State College, in a discussion of the research program presented over KSAC, college-operated radio station.

Mr. Eisenhower said that research in improvement of wheat varieties grown in Kansas began at the agricultural experiment station 41 years ago when Turkey wheat was the principal bread wheat variety produced.

"In those 41 years, scientists have developed for use on Kansas farms a good many improved varieties, each better than its predecessor—Kanred, Blackhull, Tenmarq, Comanche, Wichita and Pawnee," Mr. Eisenhower said.

"The average yield of Pawnee wheat is 51% higher than that of the Turkey variety which 41 years ago was the leading variety. The experiment station is spending about $85,000 a year on the wheat improvement program. I think a conservative estimate of the annual return to Kansas agriculture from this investment is about $50,000,000," he added.

He also said that development of corn hybrids adapted to Kansas soil and climate has added about 15 million bushels annually to the state's corn production. The hybrids, he said, average about five bushels an acre yield more than hybrids not "tailor-made" to Kansas growing conditions.

—WHEAT IS THE STAFF OF LIFE—

Hidden Infestation "Serious Problem" in Soft Wheat Mills

BATTLE CREEK, MICH.—Hidden insect infestation in wheat is the most serious problem confronting soft wheat millers in the Central States, Howard M. Simmons, chief chemist of the Mid-West Laboratories, Inc., Columbus, Ohio, said at a recent meeting of Districts 3 and 6, Association of Operative Millers.

Mr. Simmons said that because of the infestation problem in wheat, millers must pay special attention to the quality of the wheat they mill.

"Your immediate problem is, of course, the wheat you have at hand," Mr. Simmons said. "In buying, try and buy the wheat that is not infested, weevil cut, bored or plugged. If this is impossible, use every cleaning aid that is possible—scouring, impact cleaners, aspirators, washers. All of these machines will lower the insect count but no way has been found yet to remove all of the hidden insects in the wheat before it is milled."

Mr. Simmons predicted that "within a year or two" the staining test or some other rapid test to detect hidden infestation will be used in grain grading.

"This will put some of the burden of hidden infestation in wheat back on the elevator operators and farmers where the large amount of infestation takes place," he said.

Mr. Simmons reported that Howard Lathrope, extension agronomist from Purdue University, found that insects which infest wheat do not live over the winter in fields north of the southern border of Tennessee, and that Mr. Lathrope had taken "hundreds of samples of wheat from the combine and stored them in boxes away from danger of infestation, and that "not one of them showed insect damage."

The chemist told the millers that this proof that infestation is not inherent in the wheat—that it does not originate in the fields—will make the problem a little easier to solve, and he added that "it will take the combined efforts of the farmer, the grain handler and the miller to solve it."

Mr. Simmons said that the last few bushels of wheat in the farmers' bins will have to be used for livestock or poultry feed instead of marketed as wheat, and the combines cleaned.

"Every farm bin, every elevator bin and all mill storage bins will have to be fumigated. We must take every precaution that we possibly can to prevent any build-up of insect populations in stored wheat," he said.

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Reputable Dow fumigants, each designed to do specific jobs, are backed by more than a half century of research and technical knowledge, plus wide use in every field of pest control. In Dow laboratories, these materials are constantly being tested, proved, then *improved* for top effectiveness. This means quality fumigants—it means recommendations and precautions you can depend upon. As an indication of Dow's never-ending research and service, we now offer Methyl Bromide with Chloropicrin added, on request, for an unmistakable warning odor and tear-gas effect.

You are invited to write our Fumigant Division for complete information and for the name of a competent fumigator in your locality, specializing in mill fumigation.

Dowfume EB-15, for local machinery and spot fumigations, is designed to be used at regular intervals between general space fumigations with Dow Methyl Bromide. It is an effective means of controlling all common types of grain and cereal insects in their breeding places, such as in dead stock and in processing machines capable of retaining fumigant vapors for reasonable lengths of time.

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A-C INSTALLS MACHINE TO FINISH MILL ROLLS

MILWAUKEE — The Allis-Chalmers Mfg. Co. has announced installation of a metal-facing process which makes it possible to furnish mill rolls with a dull grip surface. Company officials said application of the dull grip surface on smooth rolls eliminates the breaking-in period formerly required and permits millers to immediately grind at full capacity.

The newly installed process utilizes a semi-automatic vapor-blasting machine in the company's mill shop. In this machine, finely powdered abrasive, suspended in an emulsion of water and rust inhibiting chemicals, is discharged from a nozzle at high velocity against the surface of the rolls.

The abrasive solution is circulated in a hopper type cabinet by means of a pump. Different tones of finish can be obtained by changing the particle size of the abrasive, air pressure, length of time of blast, distance of nozzle from the roll, angle at which the nozzle is held and the concentration of the abrasive in the solution.

Prior to installation of the new process, smooth rolls requiring dull grip surfaces were finished with a grinder.

TRANSFER FOR QUAKER PLANT SUPERINTENDENT

ST. JOSEPH, MO.—Changes in the operative and management personnel of the St. Joseph plant of the Quaker Oats Co. were announced last week by C. R. Martin, manager. Angus Macdonald, former assistant manager of the plant has been transferred to the Akron, Ohio, properties of the company.

Mr. Macdonald was made superintendent of the St. Joseph mill in October, 1946, and has served as assistant manager since January, 1948. O. E. Gookins, who succeeded Mr. Macdonald as superintendent, will continue in that capacity.

Insect Control

(Continued from page 8a)

appears to be the most effective and is enjoying the greatest popularity.

There are several forms in which the residuals are marketed, namely, wettable powders, oil concentrates and oil emulsions. The wettable powder finds its greatest popularity in the agricultural field since the powdery deposit which results is not at all objectionable. A wettable powder would be highly objectionable for use in the mill because continued use on the same surface would eventually produce a definitely noticeable film. The oil concentrates are clean to use and find their greatest popularity in the home, office, and other business places.

One of the chief virtues of the oil concentrate residual is its adaptability for use on surfaces such as wall paper, and highly polished surfaces, without leaving a trace of visible residue. Its primary objectionable feature is that the diluent is a volatile solvent and tends to penetrate into most surfaces and drags the active ingredient with it.

As a result the active ingredient is buried deeply below the surface whereas it really should be at or near the surface to be most effective. Another bad feature of the oil concentrate is that the volatile solvent is usually inflammable and should not be used near open flames and in dwellings where the hazard of explosion is present.

The emulsifiable type of DDT is usually available in a concentration of 25%, while chlordane is available in a concentration ranging from 40 to 74%. For use the concentrate is simply mixed with water and is applied as a water emulsion. It has been found that the emulsion type of residual is superior in maintaining its effective killing power over the oil or solvent type of product. The superiority of the emulsion type product is due to the inability of its water in dragging the active ingredient beyond the surface on which it is applied. In the case of the emulsion, the water is able to penetrate a wood surface, for example, but is unable to drag with it the active ingredient. The active agent, therefore, remains on, or near, the surface where it is most effective.

Of the emulsion residual insecticides chlordane has been found superior to DDT. Chlordane, when applied as a water emulsion to all outside surfaces of the machinery, elevator legs, boots, heads, etc., in flour mills at a rate of about one ounce of the 74% chlordane concentrate, diluted with water, to 1,000 sq. ft. of mill space, produced results which were impossible to obtain by any of the previous methods alone.

Leading entomologists have been advocating the use of residuals such as chlordane for flour mill use for some time. Dr. G. H. Chapman, technical representative for the insecticide division of American Cyanamid Co., speaking at a recent meeting in New York, said that, "Over a period of time, general fumigation will probably pass out of the picture as spot fumigants and other new materials (residuals) replace general fumigation." The reasoning of these experts is based on the fact that the majority of the insects which normally inhabit a flour mill tend to move around from one place to another.

It is not at all uncommon for an

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insect such as a confused flour beetle to crawl out through a crevice of a machine, for example, and enjoy its freedom crawling on the floor or the outside of the machine. In the presence of a layer of residual insecticide on that surface, the insect would soon absorb enough of the chlordane to be eliminated from circulation. When residuals were applied in a mill the results bore out this contention in a most encouraging way.

The stumbling block in this type of insecticide application was the unavailability of the proper spraying equipment. The sprayer which was available was of the knapsack type. This type of sprayer was objectionable for a number of reasons. The fact that the sprayer had to be carried around on the worker's back was greatly disliked. Another objection was that the length of the nozzle extension was limited and it was impossible to reach to the top of even a relatively low wall. To reach these inaccessible surfaces, it was necessary that the worker use a step ladder. Since the knapsack type of sprayer is manually operated the pressure is necessarily low and the volume of residual insecticide sprayed per man hour is discouragingly small. To add to all of these objections, the pressure varies decreasingly and the force of the spray near the end is very low compared with the initial pressure. Furthermore, the fact that the pressure needs to be produced by hand does not add to the worker's incentive.

It was because of these deficiencies in the application of residual insecticides that an entirely new type of power spraying unit has been developed especially for the application of residual insecticides in flour mills. It consists of an electric motor which actuates a small gear pump, an open tank in which the insecticide is diluted with water, and from which it is placed under pressure in a small closed tank. This new spraying unit is equipped with an automatic pressure switch which maintains a constant pressure of the insecticide in the closed tank. The nozzle of the sprayer is designed to throw a long V-shaped spray of tiny particles of the insecticide which are small enough to stay on the surface upon which they are directed, and yet they are sufficiently large to prevent being blown away.

The particle size is such that no fog whatever is produced and the worker need not even wear a mask during the spraying operation. The entire unit is mounted on a base provided with casters, but since as much as 300 feet of neoprene rubber hose is provided, the unit may remain in one spot throughout the entire spraying of the mill. The nozzle extension is in sections and may be extended to reach the highest spot in the mill without resort to a step ladder. This spraying unit weighs only 100 lb. so if it should be necessary to move it from one floor to another, it can easily be done by two men.

The plan of approach to the control of insects in flour mills, therefore, comprises (1) maintaining general cleanliness of the mill proper, (2) treating all of the incoming grain with one of the local or spot fumigants, (3) periodic spot fumigating of all mill machinery, empty bins, etc., (4) periodic application of a residual insecticide such as chlordane to all outside surfaces of the interior of the mill, and finally if conditions warrant, (5) a general space fumigation with a fumigant such as methyl bromide.

We have maintained a mill on experimental basis using the above program for more than a year. The general practice of this particular flour mill had been to maintain general sanitation in the mill proper in the best manner possible, treat all of the incoming grain with a local fumigant, periodically spot fumigating the usual machines, empty bins, etc., and fumigating the entire mill with methyl bromide twice each year.

Since the new program was started the only new undertaking was the periodic application of chlordane by means of the new type of automatic sprayer. The application of chlordane was carried out once each month. The results of this supplementary treatment have been excellent. There are now no visible insects crawling or flying in the mill, and the fragment count has been decreased to a minimum.

Although the overall conditions in this mill have been greatly improved, the cost in dollars and cents has substantially decreased. The total cost of each space fumigation of this mill, including all labor and the time lost in the operation of the mill, has been around $900. The total cost of the application of the residual insecticide which in this case replaced the two space fumigations, and includes the cost of the chlordane, the cost of labor, and also includes $189.50 for the cost of the power spraying unit was $446.50.

Another thing which is distinctly evident in this mill is the change of morale of the employees. Now that their efforts are showing results there is much more incentive to maintain the mill sanitary.

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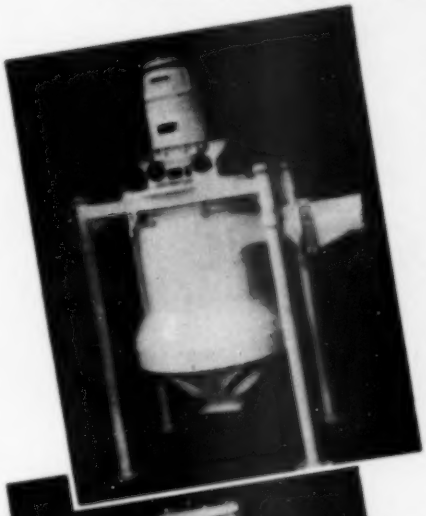

Top view shows "ENTOLETER" Scourer-Aspirator. Lower illustration shows "ENTOLETER" Insect Destroyer

Modern mill sanitation requires *continuous* protection from insect infestation and insect fragments. Quoting from a recent article:

> "A number of conclusive tests have shown that the wheat stream is the major source of fragments in freshly milled flour. It is a particularly elusive source because it is not often possible to distinguish a perfectly sound kernel of wheat from one which contains insect life. Generally, wheat is fumigated between harvest and milling. Insects in their various stages of development are thus destroyed inside the kernels. After drying out in a comparatively short time, they readily break up into small pieces when subjected to the milling processes. . . . Many mills have found that an alarmingly high percentage of the wheat is infested internally."

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